

Maxwell Cohen*

www.maxwellcohen.org

@mahaco
maxwellcohen@wustl.edu
973-907-3126

Washington University in St. Louis
BSBA in Marketing // Minor in Art
St. Louis, Missouri // September 2014 - May 2018

University of Amsterdam
Coursework in Marketing and Dutch Culture
Amsterdam, Netherlands // January 2017 - June 2017

Interdisciplinary Center Herzliya
Israel Summer Business Academy, Entrepreneurship
Tel Aviv, Israel // June 2015 - August 2015

Things I'm good at

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Keynote
Black & White Photography, Branding & Identity, Experiential

Things I'm interested in

Live Music, Tattoos, Plants, Backpacking, Drag Performing
IPAs, Embroidering, Social Justice, and Brunch

Things I dream about

Lucidity, Flying, Performing at Madison Square Garden,
Living on a farm, a boat, in the rainforest, and in space

Phear Creative // Art Direction Intern

New York, New York // June 2017 - August 2017

Developed and pitched a comprehensive brand identity exploration to the band members and key investors of the Grateful Dead Trading Co., a new recreational cannabis brand

Crafted a new brand identity for Phear Creative to be launched in the summer of 2018, selected by the CEO and CCO against pitches by the Senior Art Director and design interns

Increased brand awareness for a variety of clients¹ by designing and strategizing on cross-functional team efforts, compiling creative strategy decks, and assisting on productions

¹Kings of Leon, Grateful Dead Trading Co., Jameson Irish Whiskey, Barking Irons Spirits, Altos Tequila, Vermont Smoke & Cure

Social Programming Board // Promotions Director

St. Louis, Missouri // October 2014 - October 2016

Increased awareness for the university's largest events by strategizing, designing, and activating all branding, advertising, and promotional content including: *WILD Music Festival* (5,000 attendees), *Spring & Fall Concerts* (1,000 attendees), *Spring & Fall Comedy Show* (800 attendees) and weekly *Happy Hours* (200 attendees)

Led a cross platform marketing campaign to increase cumulative social media following by 150%

Collaborated as a member of the executive board on strategy and budgeting of the \$700k annual planning budget

Mediavest Spark // Paid Social Intern

New York, New York // June 2016 - August 2016

Optimized paid social advertising for Sprint, focused on lifting CTR, CPI, and conversion rates through innovative video card ads (Twitter) and canvas ads (Facebook)

Analyzed data and trends from performance metrics² to provide recommendations on best practices and strategies

²Facebook Business Manager, Twitter Ads, Datorama, 4C

Fresh Prints // Designer

New York, New York // January 2015 - October 2016

Designed 100+ custom apparel orders, focusing on producing unique artwork in an expedited time frame through active communication with clients and management

*art director, designer, dancer, burrito enthusiast