



Contact

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LinkedIn
Website

Education

2020 - 2023
Mass Communications - Strategic Advertising
Virginia Commonwealth University

Skills

- Copywriting
- Social media content management
- Project planning and research
- Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro, InDesign, Audition)
- Google Workspace / Microsoft Office 365
- WordPress / Divi Builder
- Canva Design
- Email marketing / Constant Contact
- Meta Business Suite
- Video Production
- Familiar with HTML and Python

Jacob Cohen

Experience

- **Jul 2023 - Dec 2024**
Bowlero Corporation | Hybrid / Mechanicsville, VA
Marketing Operations Coordinator / Corporate Intern - Marketing
 - Maintained Digital Signage for approximately 350 individual store locations
 - Updated content for all stores for specific retail pricing and promotion changes
 - Handled Support Ticket requests to ensure the correct content is being displayed
 - Recorded Marketing Invoices and Accruals, created Purchase Orders, and helped track the \$1 million budget
 - Collaborated with the creative team to design in-center print, monitor graphics, and additional materials for all store locations
 - Handled website updates for two stand-alone locations
 - Assisted social media team's management of digital platforms:
 - Completed audits of master pricing lists and product offerings for all store locations
 - Sorted escalated customer reviews on Facebook, Google, and Yelp
 - Automated company Facebook messaging using Meta Business Suite
 - Updated internal databases, filed social media campaign reports
 - Conducted audits comparing Bowlero and competitors' promotional emails; analysis used by email team's re-design initiative
 - Assisted IT Department in configuring point of sale and end-user computer equipment
- **Jan - May 2023**
Chesterfield CASA | N. Chesterfield, VA
Marketing and Communications Intern
 - Managed social media accounts and website, curated content; raised Instagram follower count by 9.4% in four months
 - Drafted communications plans and email marketing materials
 - Project planning and research
 - Designed sponsorship materials
- **May - Aug 2022**
Brodeur Partners | Remote / Boston, MA
Communications Intern
 - Conducted research for a variety of financial and healthcare-based clients
 - Assisted with planning and outreach for the Boston Marathon Jimmy Fund Walk
 - Composed social media content
- **May - Aug 2020**
Tri City Chilipeppers | Colonial Heights, VA
Social Media Intern
 - Helped establish and manage social media accounts
 - Developed and planned out social media content
 - Provided support to production staff (camera operator, PA announcer, on-screen content editor, data analyst)