



## 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)