



JACOB COHEN

CONTACT

804.972.4988

jakewcohen21@gmail.com

Richmond, VA

www.jacobwcohen.com

www.linkedin.com/in/jacob-cohen-rva/

SKILLS

Digital Marketing and Communications

- Social Media Management (Meta Business Suite)
- Email marketing (Constant Contact)
- Copywriting and Content Creation
- Project planning and research

Design and Creative Tools

- Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro, InDesign, Audition)
- Video Production and Editing

Web and Technical Skills

- Website Creation and Management (WordPress / Divi Builder)
- Google Workspace / Microsoft Office 365
- Basic HTML and Python Knowledge

PROFILE

Marketing and Communications professional with experience in strategy, social media management, marketing operations, and creative design. Skilled in developing content across social media, web, and video, managing large-scale operations, and supporting initiatives through email, copywriting, and production.

EDUCATION

Virginia Commonwealth University

Aug 2020 - May 2023

Mass Communications - Strategic Advertising

- Returned to VCU in Jan 2025 to pursue education in Python programming

WORK EXPERIENCE

Head Cashier, Lowe's

Jun 2025 - Present

- Supervise front-end operations, managing cashiers and loaders while coordinating shift changes
- Delivered high-quality customer service by assisting with product location, order history, and issue resolution
- Partnered with store management to prepare the front end for daily opening and closing procedures

Marketing Operations Coordinator / Corporate Intern, Bowlero Corporation

Jul 2023 - Dec 2024

- 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

Marketing and Communications Intern, Chesterfield CASA

Jan - May 2023

- 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; Designed sponsorship materials
- Project planning and research

Communications Intern, Brodeur Partners

May - Aug 2022

- 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