

BRIAN COHEN

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SKILLS Photoshop, Illustrator, Adobe XD, Indesign, Lightroom, Premiere, Photography, HTML5, CSS3
Word, PowerPoint, Outlook, Google Docs and Sheets, JIRA

WORK EXPERIENCE **Bcdesignspace.com**, New York, NY **11/2017 - Present**
Visual Designer

- ▶ Designed and launched a new e-commerce platform for an industry leading distribution company reaching over 4,000 consumers
- ▶ Create style guides, develop wireframes, design comprehensive layouts, and host weekly meetings to present the design progress with clients and business partners
- ▶ Design wedding stationary including invitations, rsvp cards, event signage, and logos
- ▶ Experience in photography, social media content, package design and filmmaking

Sony Music Entertainment, New York, NY **05/2017 - Present**
Project Manager

- ▶ Lead a team of developers to create a digital archiving system that now houses over 80 terabytes of pre-production graphic, audio, and video assets
- ▶ Take initiative to enhance user experience through UI projects by developing wireframes and writing user stories while facilitating projected goals to meet user requirements
- ▶ Trained music executives and their teams in eight different countries in person, over the phone, and through interactive meetings on how to use our digital asset management system
- ▶ Regularly consult with team leads in a global organization to discuss system enhancements, translate user ideas into project requirements, and manage projects throughout their life cycle

Sony Music Entertainment - RCA Records, New York, NY **09/2016 - 12/2016**
Digital Marketing Intern

- ▶ Created promotional web content including social media graphics and videos for various artists and entertainers such as Justin Timberlake, Khaled, Pentatonix, Jimmy Fallon, and Seth Meyers on a platform with 500k followers
- ▶ Created a comprehensive digital marketing plan for a newly signed artist's tour including social media campaigns and various digital content

LEADERSHIP EXPERIENCE **American Marketing Association** at Baruch College **03/2015 - 06/2016**
Executive Board Vice President of Programs, Founding Member

- ▶ Lead a committee in planning and hosting events to educate and offer opportunities for the Baruch College Student Body to network with business professionals

VOLUNTEER **Firefighter, Lieutenant** Engine and Hose Company 2 at the Katonah Fire Department
Chairman, IT Website Committee at the Katonah Fire Department

HONORS Sigma Alpha Delta Honor Society Inductee
Mishkin Scholarship Recipient 2014, 2015
Invitation to register for the Baruch College Honors Program

EDUCATION **Baruch College of CUNY**, New York, NY
Bachelor of Arts in Graphic Communication
Minor in English
GPA: 3.75/4.0