

Jared Cohen

As a Creative Brand Strategist with over 10 years of experience, I specialize in brand promotion, e-commerce, and motion graphics. I craft visual strategies that elevate brands, boost engagement, and increase sales, using tools like Adobe Photoshop, Illustrator, InDesign, After Effects, and Figma.

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professional experience

Novak Birch

2023-Present

Sr. Graphic/ Multimedia Designer

Develop and execute creative assets that align seamlessly with brand strategy, from initial concept through design and production. Specific assets include print, digital, out-of-home, social media, email, landing pages, and video. Create and edit video, GIF, and animation content for social media, ensuring alignment with brand strategy.

- Led the redesign of Cruise Line International Association’s (CLIA) email campaigns, boosting click-through rates by **49%**, increasing average time spent from **1 to 6 seconds**, and reducing unsubscribe rates by **23%**.
- Concepted, created, and animated three LED backdrop graphics for CLIA’s Cruise Week 2024, featuring a **40-foot** illustrated whale and two looping animations.
- Redesigned Maryland Public Television’s (MPT) monthly program guide cover and feature designs, boosting viewership by **26%**.
- Redesigned and refreshed Centers for Medicare and Medicaid Services’ After Action Reports (AAR), attendee packets, event signage, app graphics, and PowerPoints, boosting engagement by **17%**.

EducationDynamics, LLC – Higher Education Lead Generation

2015-Present

Design Contractor

Create targeted emails, landing pages, banner ads, animated GIFs, eBooks, and infographics to drive prospective students toward exploring higher education opportunities.

- Designed an eBook aimed at attracting potential clients for college scholarship program management, resulting in **over 50 sales** in the first month.
- Created engaging and informative infographics showcasing master’s level education opportunities for Gradschools.com, driving a **61%** increase in website traffic and contributing to higher lead generation and revenue growth.
- Conceptualized and designed a control creative for EducationConnection.com in the medical billing, coding, and psychology program fields, achieving a **20%+** increase in lead inquiries and maintaining its unbeatable status for over a year

Prezzee – Gift Card Club

2022-2023

Marketing Coordinator

Ideated, designed, and managed social media content to retain and expand Prezzee’s gift card club audience. Acted as a liaison between the salesforce and marketing team to deliver effective B2B and B2C digital and print promotional items that enhanced brand awareness and drove revenue.

- Researched, designed, and executed a comprehensive social media campaign, resulting in a **32%** increase in brand awareness and a **15%** growth in followers.
- Redesigned Prezzee’s B2B sales collateral by synthesizing complex information into a visually appealing, easy-to-read format using infographics and innovative layout techniques, resulting in a **56%** increase in new client acquisition.

Bacchus Importers LLC – Wine and Spirits Wholesaler

2017-2019

Graphic Designer

Ideated, designed, constructed, and displayed promotional materials—including signage, table tents, case cards, “neck tags”, “shelf signs”, brochures, tasting mats, window displays and menus—for various wine and spirits brands. Additionally, created and executed distinctive endcap and window displays for promotional use.

- Conceptualized, designed, and implemented a Winter Wonderland floor display at Bin 66, a premium beverage retailer, to boost foot traffic and sales, resulting in **over 1,500** cases sold during the holiday season.
- Redesigned and modernized promotional materials for the various wines and spirits brands we represented, which drove a **28%** increase in sales from existing clients and a **13%** growth in new clientele.

education

School of Visual Arts

2019-2020

Masters of Professional Studies: Masters in Branding

Towson University

2012-2016

Bachelors of Fine Arts: Digital Art & Design, Animation

software

After Effects 

Figma 

Illustrator 

InDesign 

Photoshop 