

Noah H. Cohen

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Current Address:

220 W Illinois St, Chicago, IL 60654

Education

Northeastern University, D'Amore McKim School of Business

Boston, MA

Bachelor of Science Degree in Business Administration

April 2023

Concentration: **Marketing**

Minor: **Psychology**

Awards and Activities: 1st Place in 2021 Big Man on Campus Competition, Dean's List (2021, 2023), Community Service & Philanthropy Chair (Phi Gamma Delta), Songwriting Club, Red Cross Organization, Green Line Records

Experience

Hilco Global

Northbrook, IL

Graphic Designer

Aug 2023 - Present

- Create and deploy global-scale marketing campaigns (email, display, social, print, SMS, TV, and radio) for both Hilco and its clients, including interactive HTML5 & video banners, photography & videography, animations, and more, while simultaneously collaborating with the marketing team to modernize and streamline liquidation-style signage
- Lead target audience research for new and prospective clients, presenting tailored omnichannel strategies which drive engagement and conversions across the entire customer journey
- Rebuilt the ShopGenius website from scratch while introducing new features, (including ad monetization - now generating thousands monthly), launched SMS marketing (40%+ CTR), and actively developing a ShopGenius mobile application
- Develop complex animated pitch decks for sales team with hand created 3D models and advanced transitions, in addition to contributing to Hilco Consumer Retail's brand repositioning and many of its senior leadership strategy meetings
- Mentor and guide a graphic design intern, providing hands-on training and feedback to enhance their design skills

Psychological Design, LLC

Chicago, IL

Founder

April 2011 - Present

- Founder and Creative Lead, specializing in creative marketing, website development, and a broad range of graphic design projects (apparel, book covers, etc.), with an emphasis on unique, psychology-based, customer-focused strategies and finding ways to stand out in competitive markets
- Manage full-scale social media campaigns for companies of various sizes, from strategy through implementation and analytics, while offering high-level tech assistance for websites and other digital platforms
- Provide a variety of creative services, including but not limited to visual marketing, branding, and custom design solutions, leveraging over a decade of experience and a commitment to seeing projects from the customer's perspective

Oakbrook Terrace Park District

Oakbrook Terrace, IL

Marketing Coordinator

May 2023 – Aug 2023

- Manage digital marketing and promotional campaigns including website, social media, and print
- Produce written copy for promotional materials including press releases, newsletters, and brochures

Skyline Flight

Bedford, MA

Digital Marketing Associate

July 2021 - Mar 2022

- Create brand new website for purposes of marketing and product sales in addition to running company social media

RapidMiner (now Altair)

Boston, MA

Digital Marketing Analyst

July 2020 – Mar 2021

- Optimize and edit the RapidMiner website through WordPress while leading social media creation and analytics

Shamrock Foundation

Boston, MA

Volunteer Leader

Sep 2018 - Jan 2022

- Lead and organize groups of students volunteering at Celtics and Bruins games raising funds for various charities

Skills & Interests

Software & Applications: Microsoft Suite (Word, PowerPoint, Excel), Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), Wix Studio, Editor X, WordPress, SquareSpace, Logic Pro X, Final Cut Pro X, Apple Motion, Canva, Hootsuite, Sprout Social, Buffer, Later, Salesforce, Asana, HubSpot, Social Media (All Platforms), Figma, Blender, MailChimp, Sendfox, Acumbamail, Google Web Designer, Google Analytics & AdSense, Google Maps API, ChatGPT, Microsoft Copilot

Interests: Singing & Songwriting (amassed over 150,000 streams on Spotify & Apple Music), Cooking, Animals, Basketball