



Resume

Paul Cohen
Creative Marketing





Profile

An energetic leader with extensive marketing and nonprofit management experience. Superior customer service mentality, and comfortable working independently and with a team. Vast experience in the creation, operation, and implementation of marketing strategies with a high rate of success in all aspects of revenue generation.

Professional with diverse skills; equally comfortable working in the boardroom as in the field. Well-traveled domestically and internationally. Broad experience with individuals from diverse social, economic, and cultural backgrounds.

Contact

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Education

Central Michigan University

2002 Bachelor of Science:

- Broadcast & Cinematic Arts
- Outdoor & Environment Recreation
- Earth Science

Professional Experience

- 2018 - Present | MARKETING MANAGER, Western Michigan University - Kalamazoo**

Directs all marketing, promotion, content calendar, and communication strategies for the WMU Advancement office, WMU Alumni Association, and WMU Foundation.

 - Guided our transition to Salesforce Marketing Cloud for email marketing and engineered strategies that have facilitated nearly 8 million sends this year, while increasing our open rate by over 12%
 - Rebranded our public-facing identity, and launched & developed WMUalumni.org with 141% user- growth and 22% increase in pageviews over three years.
 - Architected member Portal, giving forms, & event forms in Salesforce Digital Experiences to further the Foundation's mission, increasing online giving by 63% in just three years.
 - Coordinated WMU's Giving Day, which raised \$3,173,952 dollars in one day this year, while effectively doubling our donors from the previous Giving Day.
- 2017 - 2018 | MARKETING DIRECTOR, Gull Lake View Resort- Augusta, MI**

Ultimate responsibility for Gull Lake View Resort's marketing activities, content calendar, and oversight of the development and delivery of fully-integrated marketing strategies. Responsible for maximizing sales and profits by effectively leveraging customer insights to help capitalize on viable marketing opportunities. Oversight of marketing policies and programs while identifying areas for improvement to increase brand awareness.
- 2010 - 2017 | GROUP SALES & MARKETING DIRECTOR, Pretty Lake - Mattawan, MI**

Responsibilities in marketing, sales, donor-relations, event planning, public relations, guest services, facility/grounds management, and program fulfillment. Responsible for finding new guests and donors, making the right connections, and planning, development, enhancement, and oversight of all aspects of their guest experience at Pretty Lake.
- 2007 - 2010 | EXECUTIVE DIRECTOR, Lead Feather - Burlington, VT**

Co-founded and developed Lead Feather as a 501c3 educational organization; developed business plans and marketing & fundraising strategies to achieve federal and state status. Was responsible for the overall operation and success of Lead Feather's mission. As a small start-up, it was vital to quickly become proficient in all aspects of non-profit management.

Professional Skills

Marketing Software:

Salesforce (SF)	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>
SF Marketing Cloud	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 90%; background-color: #333;"></div></div>
SF Digital Experiences	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>
Wordpress	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 90%; background-color: #333;"></div></div>
Drupal	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 90%; background-color: #333;"></div></div>
Wrike	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 90%; background-color: #333;"></div></div>
HTML / CSS	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 80%; background-color: #333;"></div></div>

Creative Software:

Photoshop	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>
Illustrator	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 90%; background-color: #333;"></div></div>
Indesign	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>
Premiere Pro	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 90%; background-color: #333;"></div></div>
After Effects	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 80%; background-color: #333;"></div></div>
MS Office	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>
Logic Pro X	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>

Core Competencies :

Creativity	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>
Teamwork	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>
Presenting	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>
Servant Leadership	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>
Social Media	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>
Digital Marketing	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>
Branding / Identity	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 95%; background-color: #333;"></div></div>

MARKETING STRATEGIES

- Ensured continuous analysis of competitive environment and consumer trends with Western Michigan University (WMU), Gull Lake View, Pretty Lake, Lead Feather, and several freelance projects. Broad career experience **designing comprehensive campaigns, marketing specific products, and experiences** -- including (deep breath), fundraising, recreational activities, destination retreats, team building, destination golf, skiing, events, memberships, lodging, spa, restaurants, meetings, outings, weddings, and more.
- Increased first-time reservations at Gull Lake View in 2017 through digital marketing strategies with a **7:1 return on investment**. Increased annual website pageviews by **178%**. Grew social media likes and followers by **132%** over the previous year. Managed online reputation by increasing the aggregate review average up to **4.23 from 4.05**, while reducing sub-4.0 reviews by 50%.
- Brand Management: designed and implemented new branding and visual identity with WMU Alumni Association, Gull Lake View, Lead Feather, Pretty Lake, and several freelance projects. Strong commitment to ensure that content, look, feel, and presence reigns supreme since branding is often the first **moment-of-truth** for the customer to make a decision.
- A rich history of working to ensure **all decisions are data-driven**. Developed marketing strategies with **Salesforce** metrics, economic indicators, tracking changes in supply and demand, identifying customer needs, and monitoring the competition. Career-long commitment to the belief that marketing only works if the product demand and the customer are determined first, and it's only successful when the primary focus is **maximizing the return on investment**.
- Dramatic growth in engagement, likes, and followers through careful and intentional social media management over the last decade. **Grew likes at Pretty Lake by 160% and 132% at Gull Lake View, where Facebook website referral up over 80%** in 2017 over 2016 (based on the customer demographics, Facebook has been the primary medium).
- Developed sales process and dramatically increased revenues at Pretty Lake while customizing client experiences based on the desired outcomes of the group leader. **Secured over \$250,000 beyond the normal book of business**, with the bulk of these clients returning for annual programming and retreating.

CREATIVE STRATEGIES

- Worked as the primary designer and creative director for Lead Feather, Pretty Lake, Gull Lake View, and other freelance projects. **Over a decade of marketing experience** designing advertisements, print collateral, sales materials, website enhancements, and artwork, while contributing new photos, videos, and additional marketing assets for several brands. Developed & **designed hundreds of print and digital pieces** over the last 10 years. There are several examples of brochures, flyers, ads and more at pauliecohen.com/designer
- Have designed and refreshed over a dozen websites using **html, CSS, and templates within WordPress & Drupal**.

- Continually eager and qualified to get the right shot with a camera. **Contributed thousands of photos** for several brands (including over six thousand new images to the photography portfolio at Pretty Lake). Dedicated to the belief that the right image can significantly accelerate an organization's goals, and thrilled about dozens of real-world success stories as a photographer. Examples can be seen at pauliecohen.com/photographer
- Expanded video marketing assets with WMU, Pretty Lake and Gull Lake View. Designed, storyboarded, filmed, and edited "Hole of the Week" video series with **over 140,000 videos viewed** at Gull Lake View. A creative mind, sharp eye, good camera gear, and technical abilities have provided a professional product without the extensive external production expense. pauliecohen.com/videographer
- Creativity has always been my primary ingredient for success, and "creative" goes beyond asset development. Through working in lean environments, I learned it's critical to get good at as much-as-possible while stretching into other departments to fulfill the organizational goals. **This has cultivated a broad and deep set of skills**. With Pretty Lake: designed and facilitated custom team-development experiences for youth, groups, and corporate teams; utilized both technical and soft skills to ensure physical and emotional safety on climbing structures, ropes courses, and ground initiatives (that I helped build and maintain). Creatively developed new programs to meet the mission and vision of the organization. With Lead Feather: designed multiple-day journeys in remote locations across the country; with Schweitzer: researched, developed, and executed thousands of programs, events, and activities for guests while processing program evaluations and **increasing participation by over 400%**.

SERVANT LEADERSHIP

- Hired, trained, supervised, and coached over 15 full time employees and student interns **while maintaining the highest satisfaction score** within WMU's University Advancement office from 2018 to 2022. Provided overall supervision and direction during period of rapid growth & tumultuous change, including several senior-leadership changes, rebranding, website launch, integrating a full suite of new marketing tools, physical moves, and a global pandemic.
- Hired, trained, supervised, and coached year-round and seasonal staff members in the facilities, maintenance, custodial, programming, & food service departments at Pretty Lake. Organized and helped lead staff direction and function during several changes in Pretty Lake's senior leadership. **Oversaw Pretty Lake's \$2.5 million-dollar construction project** between 2012-2014 that erected a new multi-purpose gym, infrastructure improvements, and office renovations, while managing vendors to ensure compliance with local & state officials.
- Guided the day to day activities of the marketing team at Gull Lake View while **ensuring that the marketing objectives are appropriately implemented**. Worked vertically and laterally across the 250-person org chart to provide the appropriate direction, tools, materials, and presentations for organizational success.

Certifications

**2015 | Nonprofit Leadership Academy
ONEplace @ KPL**

ONEplace Nonprofit Leader Academy has offered emerging community leaders an in-depth exploration of leadership within a nonprofit organization. The goal of the Academy is to develop executive leadership within the nonprofit context.

**2005 - 2008 | Peak Service Manager Training
Management Systems Inc.**

The Peak Service Manager Training program enables managers to develop an understanding of the key principles of servant leadership, and to build self-awareness about individual strengths and areas for improvement within manager defined competencies.

Personality Profiles

Myers Briggs: ENFP - "Giving Life an Extra Squeeze" -- People orientated, creative, seeks harmony, life of the party, & most optimistic

DiSC: IDSC - "Entertainer" -- You are naturally warm, expressive and enthusiastic. You are a true optimist and seek out the company of other positive thinkers. You are emotionally expressive and your personal approach is based on feeling.

Strengths Finders: Individualization / Strategic / Command / Achiever

Hobbies & Interests



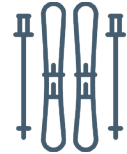
Musician



Photographer



Traveler



Skier / Boarder



Backpacker



Woodworker

References

Available upon request

Please visit pauliecohen.com/portfolio to view many more design samples



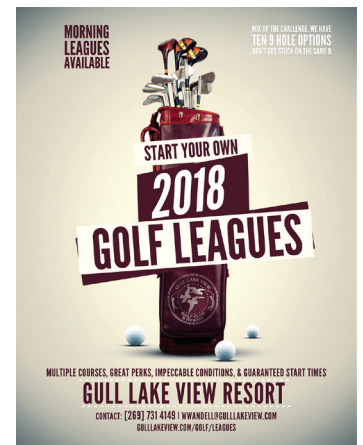
Type : Mailer
2018 | Catering

Here is the front and back of a mailer that went to nearly 3,000 homes in late 2017. This was challenging to fit all of the information in a small space, so I'm really happy with how it turned out.



Type : Flyer
2016 | Save The Date

This flyer has a little ritz, a little glam, and ornate decorations for a party that was 100 years in the making. My goal was to have text and images that caught the eye at an initial glance, then underlying features that kept you looking at it for a while. This "save the date card" ended up setting a unique brand for all of the print materials at the event.



Type : Video
2017 | Stoatin Brae Opening Video

As one of 9 new golf courses opening in North America in 2017, I wanted to make a video to demonstrate the strong quality of the golf product. This "Introducing Stoatin Brae" was targeted for the serious golfer looking for an epic round.

pauliecohen.com/videographer to view other videos