

ZACK COHEN

San Francisco, CA | (206) 714-7139 | zackccohen@gmail.com

EDUCATION

California Polytechnic State University - Orfalea College of Business, San Luis Obispo

Bachelor of Science in **Business Administration**, Minor in **Environmental Studies**

- **GPA:** 3.64
- **Concentration:** Entrepreneurship
- **Graduation:** June 2022
- **Honors:** Cum Laude, Exec Process Pitch Competition 2021 1st Place
- **Extracurriculars:** Member of Cal Poly men's lacrosse team (4 years), Cal Poly Wind Power Club
- **Skills:** Microsoft Office Suite, HTML, Figma, Adobe Creative Suite, Trello, FB Ad Manager

WORK EXPERIENCE

Marketing and Production Intern - 1-800-TACOS

June 2020 - Jan 2023

- Conceptualized taglines, commercials, and promotions, for companies including, Seahawks, Fandom/Xbox, HomeStreet Bank, Big Fish Games, WSU, 7-Eleven, and Rainier Beer
- Registered the company's DBA and website domains
- Constructed two new themed portions of the office space including the world's first (and only) Washington State Canadian Rock-n-Roll Hall of Fame
- Producing a podcast, a YouTube channel, and a mobile video game

Social Media Marketing Intern - Tokki

July 2019 - September 2019

- Helped launch a startup that produces sustainable tech-based gift wrapping
- Ran ads through Facebook and Instagram to find and capture our target market and gain leads
- Analyzed data and customer engagement levels from social media advertisements
- Identified shipping and packaging labels for our product prior to the launch

PROJECT EXPERIENCE

Senior Entrepreneurship Project - Cal Poly

September 2021 - June 2022

- Launched a grocery shopping app with a multidisciplinary team
- Identified a problem surrounding the efficiency of the grocery checkout experience
- Conducted surveys, interviews, and social media A-B advertisement tests directed towards the target audience to define a solution based on customer needs.
- Designed initial UI prototype on Figma, then developed it into a functioning app prototype using Bravo Studio
- Partnered with store on campus to get user feedback and testing

Business Lead - Cal Poly Wind Power Club

August 2021 - June 2022

- Led the club's business team in the US Department of Energy's Collegiate Wind Competition
- Conducted a financial analysis plan for a proposed wind farm in the Gulf Coast
- Analyzed environmental factors and effective mitigation strategies