

# IAN COHEN

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## EDUCATION:

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### Syracuse University, S.I. Newhouse School of Public Communications

August 2024 – May 2028

GPA: 3.5 / 4.0

Syracuse, NY

*Intended BS in Public Relations, Minor in Marketing*

### Somers High School

September 2020 – June 2024

GPA: 4.0 / 4.0

Somers, NY

*High Honor Roll, Dual Enrollment, International Baccalaureate, and Advanced Placement classes*

## PROFESSIONAL EXPERIENCE:

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### Santa For Seniors

October 2020 – Present

*Co-founder*

*Hudson Valley & Central New York, NY*

- Founded a not-for-profit organization to support holiday donations for senior citizens
- Manage donation logistics for 2,000+ gifts across multiple nursing homes, coordinating 50+ volunteers and community sponsors to deliver a seamless initiative that directly supports seniors during the holiday season.
- Organized multiple social media groups to support communication and outreach to drive volunteer engagement
- Expanded the organization's impact by gathering gifts and coordinating celebrations for other holidays as well

### PRSSA Sports Affinity

May 2025 – August 2025

*Strategy Team Member*

*Putnam, NY*

- Worked closely with peers to better understand the sports industry through a PR lens, openly discussing trends, crises, and brand narratives to strengthen our overall approach and create smarter, more meaningful work.
- Helped shape communications work for Syracuse University athletic programs, bringing real PR concepts into a college sports environment through stadium projects like fan-engagement ideas, content planning,
- Develop and discuss PR strategies for diverse clients, ranging from local to international sports accounts.

### Multi-Media and Storytelling

August 2024 - December 2024

*Student Director*

*Syracuse, NY*

- Gained experience in multimedia storytelling by creating video, audio, and written content, building the ability to craft clear, engaging narratives that strengthen audience connection across PSA and social advertising projects.
- Built foundational skills in digital content creation, including video production, audio editing, scriptwriting, and visual storytelling, while applying storytelling techniques to strengthen communication
- Worked closely with collaborative teams and solo to write, design, and produce short fiction and non-fiction stories, gaining a deeper understanding of how narrative structure shifts based on the intended audience.

## LEADERSHIP

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### TNH Advertising Agency

August 2025 – Present

*Account Manager / Creative Team Member*

*Syracuse, NY*

- Led and managed a team of eight peers within the account organization, assigning tasks, organizing timelines, and helping everyone stay on track to ensure smooth, consistent project execution from start to finish.
- Planned and oversaw a semester-long advertising campaign for Apricot Lane Boutique in Syracuse, NY.
- Guided team strategy to increase organization membership, brand awareness, and audience engagement.
- Delivered a pitch presentation alongside the company owner to showcase product value and strategic vision.

### Somers High School Student Council

September 2022 – June 2024

*Parliamentarian*

*Somers, NY*

- Oversaw meeting structure and procedure to ensure organized, efficient, and goal-driven council meetings, allowing the team to make informed decisions and stay aligned on priorities.
- Helped maintain an environment where every member could participate meaningfully, guiding discussions, clarifying motions when needed, and supporting balanced, respectful conversations throughout meetings.
- Advised council officers on rules, bylaws, and proper meeting conduct, ensuring decisions were made correctly.
- Worked to keep the council accountable by monitoring adherence to meeting agendas, documenting key decisions, and ensuring follow-through on action items so initiatives stayed on schedule and aligned with the group's goals and supported broader long-term organizational priorities.

## ADDITIONAL

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**Skills:** Adobe InDesign, Spanish, Canva, Microsoft Word & Excel, Illustrator, Photoshop, Premiere Pro, CPR Certified

**Activities & Interests:** Zeta Beta Tau Fraternity, Baseball, Israel Culture Club, Traveling, Connect 315