

# IAN COHEN

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## EDUCATION:

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

Aug 2024 – May 2028

*Bachelors in Public Relations, Minor in Marketing*

*Syracuse, NY*

GPA: 3.5 / 4.0 , *Deans List*

### Somers High School

Sept 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

Oct 2020 – Present

*Co-founder*

*Hudson Valley, NY*

- Founded a not-for-profit organization alongside my twin brother to support holiday donations for senior citizens
- Manage 2,000+ gift logistics with 50+ volunteers, ensuring smooth holiday support for seniors in nursing homes
- Organized multiple social media groups to support communication and outreach to drive volunteer engagement
- Coordinate partnerships with local community members to obtain donations and resources for seniors.

### Putnam Nursing and Rehabilitation Center

Oct 2021 – Present

*Community Relations Assistant*

*Putnam, NY*

- Strengthened connections between the nursing home and the surrounding community through outreach initiatives
- Led public engagement efforts to secure external support, donations, and resources from local restaurants, hospitals, and nearby care facilities. In support to the residents at the facility
- Support facility events and community initiatives by assisting with planning, coordination, and communication to enhance resident experience and community involvement.

### PRSSA Sports Affinity

May 2025 – Present

*Strategy Team Member*

*Syracuse, NY*

- Collaborated with peers to analyze sports industry trends, crises, and brand narratives
- Produced fan-engagement ideas and content planning for Syracuse University Athletic Programs
- Developed and discussed PR strategies for clients and international sports accounts
- Develop press releases and participate in press preparation and media readiness exercises

### Zeta Beta Tau Fraternity

August 2025 – Present

*Social Media Chair*

*Syracuse, NY*

- Manage the fraternity's social media accounts to engage current members, update alumni, and attract new recruits
- Create and post graphics, photos, and captions for events, philanthropy, and recruitment
- Help promote fraternity values, activities, and campus involvement through social media

### Multi-Media and Storytelling

Aug 2024 – Dec 2024

*Student Director*

*Syracuse, NY*

- Created video, audio, and written content to craft engaging narratives for PSA and social campaigns.
- Wrote, designed, and produced short fiction and non-fiction, to adapt the narratives to target audiences
- Collaborated with team members to develop clear messaging and ensure content aligned with campaign goals.

## LEADERSHIP

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### TNH Advertising Agency

Aug 2025 – Present

*Account Manager / Creative Team Member*

*Syracuse, NY*

- Lead an eight-person team, planning and managing a semester long advertising campaign for Apricot Lane Boutique in Syracuse, NY
- Guide team strategy to increase organization membership, brand awareness, and audience engagement
- Deliver a presentation alongside the company owner to showcase product value and strategic vision

### Somers High School Student Council

Sept 2022 – June 2024

*Parliamentarian*

*Somers, NY*

- Oversaw meeting structure and procedure to ensure an organized, efficient, and correctly ran council
- Helped foster meaningful participation by guiding discussions, clarifying motions, and balanced
- Ensured council accountability by tracking agendas, documenting decisions, and community engagement

## ADDITIONAL

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

**Activities :** Member of Zeta Beta Tau Fraternity at Syracuse University, TNH Ad Agency, Connect 315 - Syracuse Community, Jewish Student Union, Mock Trial Club