

IAN COHEN

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EDUCATION:

Syracuse University, S.I. Newhouse School of Public Communications <i>Bachelors in Public Relations, Minor in Marketing</i> GPA: 3.5 / 4.0 , Deans List	Aug 2024 – May 2028 Syracuse, NY
Somers High School GPA: 4.0 / 4.0 <i>High Honor Roll, Dual Enrollment, International Baccalaureate, and Advanced Placement classes</i>	Sept 2020 – June 2024 Somers, NY

PROFESSIONAL EXPERIENCE:

Santa For Seniors <i>Co-founder</i>	Oct 2020 – Present Hudson Valley, NY
<ul style="list-style-type: none">• 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 <i>Community Relations Assistant</i>	Oct 2021 – Present Putnam, NY
<ul style="list-style-type: none">• 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 <i>Strategy Team Member</i>	May 2025 – Present Syracuse, NY
<ul style="list-style-type: none">• 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 <i>Social Media Chair</i>	August 2025 – Present Syracuse, NY
<ul style="list-style-type: none">• 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 <i>Student Director</i>	Aug 2024 – Dec 2024 Syracuse, NY
<ul style="list-style-type: none">• 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

TNH Advertising Agency <i>Account Manager / Creative Team Member</i>	Aug 2025 – Present Syracuse, NY
<ul style="list-style-type: none">• 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 <i>Parliamentarian</i>	Sept 2022 – June 2024 Somers, NY
<ul style="list-style-type: none">• 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

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