

Russ Cohen

605 Lexington Way, Burlingame, California 94010

Home: 650-348-6930 Mobile: 650-766-8349

e-mail: russ@russcohen.com

SUMMARY

Senior Marketing Executive with extensive experience in:

- Print Media
- Broadcast Media
- Interactive Media
- Art Direction/Graphic Design
- Copywriting
- Creative Direction/Project Management

Recognized for ability to manage multiple projects while creating both efficiency and effectiveness. Ability to develop intelligent strategies combined with flawless creative execution. Successful in providing creative problem solving to enhance product or service visibility and achieve revenue goals.

KEY ACCOMPLISHMENTS

Improving Marketing Communications

- Ensured consistency in the visual design and tone for all of marketing communications materials by creating and implementing corporate identity standards.
- Helped establish and lead the execution of brand strategy through all marketing communications deliverables achieving better visibility for the department, better tools for field representatives and better brand awareness.
- Guided new asset management system to ensure efficiency in tracking assignments.

Building Better Relationships

- Interfaced with internal and external clients including executives, peers and corporate marketing to ensure success across all programs and brand consistency.
- Prepared and delivered in excess of 100 presentations to large groups as well as one on one events.
- Developed strong press relations and opportunities with local media representatives.
- Inspired better creative solutions by mentoring and directing creative department staff and support staff.
- Developed and optimized partnerships with Apple Computer, HP, Sutter Home Wine, Nestle, Union Bank, Glendale Federal Bank, Blue Cross, Visa, American Cancer Society, Taco Bell, citysearch.com, The Learning Company, Kingston Technologies, Logitech, NEC and more.

Delivering Flawless Solutions

- Developed concepts that matched strategy and were memorable, relevant, clear while being both well designed, art directed and written.
- Created award-winning deliverables in almost every media, from advertising to collateral to animated GIFs and email blasts to interactive banners to traditional television, print and radio advertising.
- Built consensus in order to “sell” work through internally, and ultimately, to gain approval from external clients.
- Managed the selection of appropriate vendors for photography, illustration, programming and printing.
- Raised the “creative bar” within every department by mentoring and inspiring creative department staff

PROFESSIONAL EXPERIENCE

POLYCOM, INC., Pleasanton, CA

2009 – present

Creative Consultant Contractor

Developed and executed creative deliverables.

- Ensured consistency in the visual design and tone of voice for all marketing communications.

INTUIT, INC., Mountain View, CA

2007 – 2009

Creative Development Contractor

Developed and executed corporate, product and field marketing collateral, direct mail, video and interactive projects.

- Managed external vendors to maintain quality and assure deliverables were met in a timely manner.
- Develop creative solutions that were more environmentally acceptable to ensure the brand was a responsible planet partner.
- Ensured consistency in the visual design and tone of voice for all marketing communications through hands-on involvement as well as Creative Direction.

HYPERION SOLUTIONS, INC., Santa Clara, CA

2005 - 2007

Director, Creative Services

Managed a team of creative professionals in developing and executing corporate, product and field marketing collateral, direct mail creative, video, Power Point presentations and other deliverables.

- Interfaced with “internal” clients to ensure success across all programs and brand consistency.
- Managed a variety of external vendors to ensure a high standard of quality and reduce annual service costs.

CITY OF BURLINGAME, Burlingame, CA

2005 - 2007

Councilman - elected position

Managed and evaluated public policy for the City of Burlingame with a population of approx. 30,000 and an annual budget of \$70 million.

- Worked to build consensus of council colleagues and city staff as well as city stakeholders in various negotiations regarding city ordinances, laws, and budget allocations.
- Initiated new programs resulting in more environmentally sustainable policies.
- Served on numerous boards addressing regional issues including congestion relief and sustainable development

RUSS COHEN CREATIVE, Burlingame, CA

1996 - 2005

Marketing Consultant, Private and public sector

Managed and executed projects from strategy to concept to completion including art direction, design, copy development, photo direction and tactical execution.

- Worked with vendors to meet deadlines and manage budget constraints.
- Estimated and evaluated job costs and production schedules, resulting in increased profitability.

FOOTE, CONE & BELDING ADVERTISING, INC., San Francisco, Ca

1996 - 1997

Vice President, Group Creative Director

Responsible for hands on creative development and direction. Managed a team of creative professionals.

- Built consensus between multiple departments, managers, vendors and direct reports while meeting or exceeding fiscal challenges.
- Provided strategic and design development for all clients resulting in raised awareness and sales.

RESOURCE MARKETING, INC., San Francisco, Ca

1994 - 1996

Associate Creative Director

Responsible for hands on creative development including Art Direction and Copywriting. Managed a team of creative professionals.

- Built consensus between multiple departments, managers, vendors and direct reports while meeting or exceeding fiscal challenges.
- Provided strategic and design development for all clients resulting in raised awareness and sales.

BBDO INC., San Francisco and Los Angeles, CA

1988 - 1994

Senior Art Director/Copywriter

Responsible for hands on creative development including Art Direction and Copywriting. Managed a team of creative professionals.

- Built consensus between multiple departments, managers, vendors and direct reports while meeting or exceeding fiscal challenges.

EDUCATION

B.A., Communications, California State University, Fullerton, CA
B.F.A., Advertising. Art Center College of Design, Pasadena, CA

AWARDS

Clio Finalist, Best in the West, Cannes “Gold Lion” Finalist, Belding’s, Addy’s, New York Art Directors.

TECHNICAL SKILLS

InDesign, MS Word, Outlook, Excel, PowerPoint, Quark, Photoshop. Illustrator, Can tell a good joke.