

# Michelle Cogut

MICHELLECOGUT@GMAIL.COM / +12406785022

Digital marketer + Graphic designer + MBA. Analytical thinker with a creative approach and global perspective. Experience in the management and implementation of digital marketing and design in accelerated environments, across various industries. Understanding of both the strategist and account management sides of paid media.

## Experience

MAR 2020 / PRESENT

### **Account Manager** Google

WASHINGTON, DC

Manages relationships with 20+ clients in the political space during the 2020 election cycle. Provides strategic recommendations for search, display, and video campaigns through the Google Ads platform. Develops new business opportunities by anticipating clients' needs and providing solutions to meet their objectives. *This is a secondment from my role at Jellyfish listed below.*

JAN 2019 / PRESENT

### **Paid Search Manager** Jellyfish

BALTIMORE, MD

Responsible for the day-to-day campaign execution and optimization of multi-million dollar accounts in retail, higher education, and financial services. Produces detailed reporting and insights on campaign performance. Assists in media planning, forecasting, and competitive analysis. Collaborates with team to develop paid search strategy.

JULY 2016 / JAN 2017

### **Marketing Support** White Cloud Gallery

WASHINGTON, DC

Coordinated with clients for marketing and publicity. Managed social media activity and email strategy. Developed promotional materials for events.

MAY 2013 / JUNE 2016

### **Designer** Voto Latino

WASHINGTON, DC

Created consistent branding and aesthetics across digital media platforms, campaigns and events. Contributed to the marketing and branding strategy of the organization. Spearheaded the creation of web design from mockups to development. Designed assets for social media platforms, email, events, and presentations.

## Education

JAN 2018 / JUNE 2018

### **IPADE Business School**

MEXICO CITY, MEXICO

MBA Exchange Semester

JAN 2017 / DEC 2017

### **IAE Business School**

BUENOS AIRES, ARGENTINA

Master of Business Administration

MAR 2015 / MAY 2015

### **General Assembly**

WASHINGTON, DC, USA

Front-End Development

AUG 2009 / MAY 2013

### **American University**

WASHINGTON, DC, USA

BA in Graphic Design, Minors in Marketing and Communications

## Skills & Languages

MARKETING PLATFORMS:

Google Ads, Google Analytics, Bing Ads, Search Ads 360

DESIGN & OTHER SOFTWARE:

InDesign, Illustrator, Photoshop, Excel, Google Suite, Powerpoint, HTML, CSS

LANGUAGES:

Native English and advanced Spanish