

Michelle Cogut

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Digital marketer + Graphic designer + MBA. Analytical thinker with a creative approach and global perspective. Experience in the management and implementation of design and marketing activities in an accelerated environment with national exposure. Get to know more about me and view samples of my work at www.michellecogut.com.

Experience

JAN 2019 / PRESENT

Paid Search Executive Jellyfish

BALTIMORE, MD

Responsible for day-to-day campaign execution and optimization for lead generation clients through detailed reporting, development of insights, and performance analysis. Assists in media planning, forecasting, and competitive analysis research to provide context for future courses of action. Collaborates with cross-channel teams to develop new strategies.

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, social media graphics with over 1 billion impressions, design for events with 500+ attendees, email design and coding, and presentations for internal and external stakeholders.

Skills & Languages

MARKETING PLATFORMS:

Certifications in SA360, Google Ads, Google Analytics, Bing

DESIGN & OTHER SOFTWARE:

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

LANGUAGES:

Native English and advanced Spanish

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

Recognition

APRIL 2013

The Real Show

Certificate of merit awarded by the Art Directors Club of DC.

NOV 2011 / DEC 2011

Frontiers of Photography

Three photographs exhibited at the Kaplan Gallery of VisArts.