

# LIAT COHEN

## MEDIA MANAGEMENT

### ACTIVITIES

**CANE' RECORDS-**  
A & R Representative

**TOPPEL CAREER CENTER-**  
Advisory Board Member

**DELTA PHI EPSILON SORORITY-**  
Omega Chapter Member

**GRAMMY U-**  
Florida Chapter Member

**NORDSTROM-**  
Sales Associate

**THE BIG PICTURE-**  
High School Intern

**NOVATO HIGH SCHOOL-**  
Senior Class President

### PROFILES

**LINKEDIN-**  
[www.linkedin.com/in/liatcohen1](http://www.linkedin.com/in/liatcohen1)

**PORTFOLIO-**  
[www.liatmcohen.com](http://www.liatmcohen.com)

**INSTAGRAM-**  
[www.instagram.com/liatcohen\\_portfolio](http://www.instagram.com/liatcohen_portfolio)

### SKILLS

**TECHNICAL-**  
Microsoft Office Word,  
PowerPoint, Excel

**SOCIAL MEDIA-**  
Facebook, Twitter, Tumblr,  
Instagram, Pinterest

**EDITORIAL/DESIGN-**  
Adobe Photoshop, InDesign,  
Illustrator

**CODING-**  
HTML, CSS

**FILM EDITING-**  
Final Cut Pro X, iMovie

**LANGUAGES-**  
Fluent Hebrew Speaker

### EDUCATION

**UNIVERSITY OF MIAMI-** CORAL GABLES, FL May 2018  
*B.S. in Communication in Media Management*

**MINORS-** Public Relations, Motion Pictures, Psychology

**HONORS-** Presidential Merit Scholarship, Dean's List, President's List, GPA 3.8

**RELEVANT COURSEWORK-** Digital Production, Copyright Law, Business of Motion Pictures, Principles of Advertising, Advanced Graphic Design, Advanced Web Design, Media Research, Writing for the Digital Age (65 credit hours)

### RELEVANT EXPERIENCE

**STUDENT GOVERNMENT- EXECUTIVE BOARD, UNIVERSITY OF MIAMI**  
*Executive Secretary* March 2015-April 2016

- Attend 2 meetings a week, implemented new minute database, public relations for the student body
- Founded and developed Sebastian's Closet initiative (business clothing rental for career readiness)

**DELTA PHI EPSILON- SOCIAL SORORITY, UNIVERSITY OF MIAMI**  
*Coordinator of Special Events* December 2015-May 2016

- Attend weekly executive board meetings, manage event budget and spending, organize/plan Greek Week and an overnight Formal, supervise every event

**Social Media Coordinator** June 2015-May 2016

- Make daily updates and postings on all social media platforms: Facebook, Instagram, Twitter, Snapchat, and Tumblr (please view <http://dphiemiami.tumblr.com/>)
- Designed original Snapchat filter, gained over 1, 000 new Instagram followers since beginning of term

**CANES NIGHT LIVE- PROGRAMMING BOARD, UNIVERSITY OF MIAMI**  
*Freshman Liaison, Sophomore Liaison* August 2014-May 2016

- Attend weekly executive board meetings, organize/plan substance-free events on campus, supervise 11 events per year, market events specifically to freshmen and sophomores
- Winner of S.O.A.R. Award for highest attendance at any on-campus program

**MDT AGENCY- TALENT AGENCY AND REPRESENTATION, SAN FRANCISCO, CA**  
*Student Intern* May 2015-August 2015

- Answered phones, explained contracts to new talent and potential clients, helped manage schedule
- Observed casting process, managed Voice-over division, developed new voice-over talent database