

# Emma Cohen

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## EDUCATION

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### Binghamton University, State University of New York

Double Major: B.A. in Economics; B.A. in Psychology  
Cumulative GPA: 3.76/4.00 | Dean's List 8 semesters

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## WORK EXPERIENCE

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### Ovative Group, New York City, NY

June 2022-December 2023

*Analyst, Display and Paid Social*

- Strategized and built campaigns across the funnel to maximize conversions, increase brand awareness and acquire new target customer bases across Meta, Tik Tok and Criteo.
- QA'd campaigns, ad sets, and individual ads across platforms to ensure accurate tracking and faithful execution according to client budgets and objectives.
- Managed budgets to ensure effective pacing and maximize return on ad spend to hit performance goals.
- Maintained internal tracking documents to build accurate datasets and logs.
- Created and executed on quarterly testing roadmaps that informed paid media strategy.
- Completed daily, weekly, and monthly reports, and delivered data analysis to clients. Partnered with clients to make optimizations based on reports and analysis.
- Onboarded and trained new team members on strategy, performance tracking, software, and specific client concerns.

### Binghamton University Memory Lab, Binghamton, NY

August 2020-May 2022

*Research Assistant*

- Conducted research by guiding participants, investigating, and cleaning data.
- Collaborated with colleagues and the lead researcher to help design new experiments.
- Analyzed data using Excel, Jamovi, and R.
- Led participants through experiments, enforced rules, and protected experimental integrity.

### Banana Republic, Hackensack, NJ

June 2021-August 2021

*Stylist, Sales Associate*

- Maintained store inventory and shelves by replenishing items when needed in compliance with Banana Republic standards to maintain an efficient, welcoming, and appealing work and shopping environment.
- Improved customer experience by assisting them in the store, fitting room, and cash register, while communicating and coordinating with staff.
- Marketed products utilizing brand and product knowledge.
- Tracked sales to increase brand devotion and improve performance.

### B.Ankha "On My Own" Music Video, Lume Studios, New York, NY

June 2021

*2<sup>nd</sup> Camera Assistant, Freelance*

<https://www.youtube.com/watch?v=PdRR2Ium4t0>

- Collaborated with a crew of filmmakers and talent in the production of B.Ankha's music video.
- Maintained camera equipment and lighting for an efficient and orderly set.
- Transported equipment to and from set.

### The Story (2016), New York, NY

2016

*Production Assistant, Freelance*

<https://vimeo.com/172270442>

- Assisted in the set-up and breakdown of equipment, collaborating with filmmakers on set to maintain order and efficiency to create a mystery murder short film.
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## SKILLS AND CERTIFICATIONS

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Certifications: MAP (Unified Marketing Measurement), CITI Human Research Group 2

Paid Media Marketing: Meta, Tik Tok, Criteo, The Trade Desk, DCM

Data Analysis: Excel, Tableau, Google Analytics, Python, with some exposure to R

Computer Skills: Adobe Illustrator, Photoshop

Proficient in Microsoft Office Suite

Social Media: Meta Platforms, TikTok, Snapchat, Twitter (X)