

# Jonathan Cohen

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*Professional writer, digital analyst, & marketer specializing in sparking engagements with brands & audiences that drive results.*

## Professional Experience

*Director, Content and Communications*

*February 2020 to October 2022*

**ListenFirst**

New York, NY

- Lead on internal and external communications focusing on PR strategies related to B2B lead acquisition, brand reputation and awareness, employee and client communications, press outreach, and analyst relations.
- Writing blog content, press releases, reports, case studies, infographics, bylines, and managing social media accounts in support of Sales and generating new business.
- Generating earned press coverage in publications like The New York Times, Ad Age, and Forbes including packaging and pitching proprietary social media data.
- Supervising SEO, paid digital strategy, and freelance content creation, all in support of new lead generation.
- Developed thought leadership assets that drove 200% increase in engagement among prospects and a 40% increase in web traffic YoY.

*CEO / Founder*

*September 2018 to Present*

**Bedrock PR**

New York, NY

- Assisting leading tech companies and tech startups with analyzing and packing their proprietary data for media outreach, as well as preparing similar brand analysis for B2B presentations.
- Developing and writing content for corporate blogs and writing contribute articles; while also helping with go-to-market strategy for B2B brands and B2C PR planning.

*Principal Brand Analyst*

*March 2015 to August 2018*

**Amobee**

New York, NY

- Analyzed and conducted media outreach programs based on brand and market insights as the sole contributor responsible for interpreting and packaging proprietary data used in 990 unique press articles and syndicated press articles.
- Delivered data driven analysis of brands around tent pole events in 105 press articles such as the 2018 Super Bowl, including unique publications such as The Wall Street Journal, the Associated Press, Forbes, Business Insider, and NBC.
- Drafted thought leadership bylines and quoted in press articles about advertising, technology, film, and television.

*Corporate Communications Manager*

*September 2014 to March 2015*

**Amobee**

New York, NY

- Administered the creation of Amobee's Sales Brand Intelligence program, generating decks around earned digital activity for brands, target audiences and provided unbiased, actionable insights to inform future campaign strategies.

*Prior to Amobee, Jonathan Cohen was a Community Manager at Kontera, acquired by Amobee in September 2014.*

*Corporate Communications & Community Manager*

*April 2010 to September 2014*

**Kontera**

Israel

- Spearheaded the company's digital marketing efforts inclusive of proactive monitoring and management of digital reputation, affiliate programs, publisher acquisitions, contests and promotions, and community outreach.
- Authored press releases, guest posts, company blogs, social posts, and case studies.
- Oversaw website SEO and responsible for the Web Marketing team, including internal employees and external contractors.

*Chief Writer & Editor*

*January 2007 to April 2010*

**Logia Group**

Israel

- Responsible as chief writer, editor, and stakeholder of multiple blogs about cell phone news, celebrity gossip, and music.
- Created and maintained the company's blog, composed mailers, and was a community manager on a major social network.
- Executed guerilla and viral marketing projects including writing, producing YouTube videos in support of lead generation.

## Education

*Columbia College Chicago*

*1999 to 2003*

*B.A. Television Writing and Production*

*Chicago, Illinois*