Matthew T. Cohen

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# EDUCATION

**W.P. Carey School of Business, Arizona State University Phoenix, Arizona**

Bachelor of Arts in Business Communications *May 2025*

Minor in Film and Media Production

* Relevant Courses: Marketing and Media Management, Directing and Cinematography, Business Law and Contracts
* Extracurriculars: Sigma Nu – Zeta Upsilon Chapter (Composite Chair, Jr. House Manager) | Film Alliance Club
* Cumulative GPA: 3.4

# WORK EXPERIENCE

# Epoxy2U Phoenix, Arizona

*Videographer / Editor May 2023 – Present*

* Plan, shoot, and edit promotional videos for the company’s website and distribution to contractors
* Collaborate with teams to storyboard video concepts, ensuring alignment with marketing goals
* Manage video editing, incorporating motion graphics, audio mixing, and color correction to produce polished content

# State Farm Phoenix, Arizona

*Sales / Marketing Intern April 2024 – January 2025*

* Achieved licensure by passing the Arizona Producer’s Property and Casualty exam
* Utilize Salesforce to manage and follow up on auto insurance quotes, driving customer engagement
* Worked closely with the sales team to schedule meetings and consultations with potential clients

# JR Capital Equipment Financing Phoenix, Arizona

*Sales / Marketing Intern July 2023 – December 2023*

* Leveraged Salesforce to pitch equipment loans, successfully generating leads and recording customer feedback
* Enhanced marketing and sales skills through presentations and direct interaction with senior management

# Neuro Force One Phoenix, Arizona

*Social Media Intern April 2023 – July 2023*

* Edited and produced content showcasing professional athletes, increasing brand visibility across digital platforms
* Conceptualized ideas to social media campaigns aimed at growing the brand’s audience and engagement

# Phoenix Film Festival Phoenix, Arizona

*Event Marketing Intern January 2023 – May 2023*

* Curated and selected promotional materials (images, trailers) for films, enhancing online visibility for the festival
* Assisted in film selection by evaluating and rating submissions, contributing to programming decisions
* Posted film content, promotional materials, and updates on the festival’s website to maintain up-to-date online presence

# PROFESSIONAL DEVELOPMENT & LEADERSHIP

# Philanthropy Work Phoenix, Arizona

*Sigma Nu Fraternity – Zeta Upsilon Chapter September 2022 – Present*

* Led fundraising efforts that generated $35,000 for Childhelp, benefiting children and families in need
* Designed the fraternity’s annual composite and coordinated with a photographer for scheduling and portraits
* Contributed time and effort to Feed My Starving Children, helping package meals for children in need around the world

# Production Assistant Experience Phoenix, Arizona

*Interactive Entertainment Group December 2023 – March 2024*

* Assisted with day-to-day production tasks, ensuring smooth operations on set
* Provided administrative support, including maintaining call sheets and tracking production budgets

# *Pawn Stars Do America* Phoenix, Arizona

* Facilitated communication between departments, ensuring timely execution of production needs *November 2023*
* Supported the production team by coordinating logistics, managing schedules, and handling equipment

**SKILLS & INTERESTS**

* **Technical:** Editing, Camera Operation, Salesforce, Photoshop, Microsoft Applications, Cinematography
* **Interests:** Film Production, Sales, Marketing, Business, Screenwriting, Photography, Social Media
* **Skills:** Leadership, Communication, Adaptability, Critical Thinking, Networking, Time-Management