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PROFESSIONAL SUMMARY

Creative and strategic communications professional with more than 30 years of experience in marketing, brand management, graphic design, public relations, and event planning. Currently serve as Assistant Director of Marketing and Communications for the College of Education and Professional Studies at the University of South Alabama. Experienced in leading creative teams, elevating brand visibility, and producing meaningful, results-driven campaigns across print, digital, and social platforms. Skilled in blending design and strategy to tell authentic stories that connect people to purpose.

CORE SKILLS

Leadership & Strategy

- Creative Services Management
- Art Direction & Design
- Brand Development
- Project & Budget Oversight
- Team Collaboration

Communications & Engagement

- Marketing Strategy
- Public & Media Relations
- Event Planning
- Community Relations
- Volunteer Management

Technical Proficiency

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat)
- Microsoft Office
- DSLR Photography
- Print & Digital Production
- Mac & PC

EDUCATION

- Bachelor of Arts in Communications – Graphic Design, Minor in Marketing *University of North Florida, Jacksonville, FL* | May 1992
- Associate of Arts in Graphic Arts *Miami Dade College, Miami, FL* | May 1990

PROFESSIONAL EXPERIENCE

Assistant Director, Marketing and Communications

University of South Alabama | November 2024 – Present

- Lead the college's marketing and creative strategy in alignment with the university's brand and mission.
- Oversee the writing, design and production of materials including magazines, brochures, rack cards, and digital campaign ensuring consistency and quality across all projects.
- Provide art direction, photography, and writing support to maintain a cohesive voice and visual identity for college.
- Collaborate with departments, faculty, and vendors to create content that supports recruitment, retention, and engagement.
- Manage and create content for college social media platforms, ensuring posts align with brand voice, highlight student and faculty achievements, and support recruitment and engagement goals.
- Plan, coordinate, and promote college events, including recruitment initiatives, community partnerships, and alumni outreach, ensuring consistent branding and audience engagement across channels.
- Manage vendor relationships and print production to improve workflow and maintain brand standards.

Director of Marketing and Communications

Victory Health Partners, Mobile, AL | January 2022 - November 2024

- Directed comprehensive marketing and communications initiatives to enhance patient, community, and donor engagement.
- Managed print vendors and marketing budgets to ensure consistent brand presentation, high production quality, and effective use of resources across all materials.
- Oversaw digital content creation, social media management, and website updates to maintain brand alignment and visibility.
- Planned and executed large-scale fundraising and community events—some with more than 1,000 attendees—to increase awareness and donor participation.
- Coordinated media appearances, providing strategic talking points and public relations support for leadership.
- Led volunteer management and appreciation efforts, resulting in improved retention and stronger support for the medical staff.



PROFESSIONAL EXPERIENCE

Director of Communications

Christ United Church, Mobile, AL June 2011 - January 2022

- Managed all communications, branding, and creative design for a large congregation.
- Supervised designers, photographers, and interns to produce cohesive, mission-driven campaigns.
- Increased awareness and engagement through integrated print, digital, and social media initiatives.
- Maintained media and vendor relationships and managed communications budget.

Director of Marketing and Communications

United Way of Southwest Alabama, Mobile, AL September 2006 - June 2011

- Led marketing, branding, and communications strategies to strengthen community awareness and donor engagement.
- Collaborated with board members, volunteers, and corporate partners to ensure consistent messaging.
- Managed production of marketing materials, website content, and media coverage for annual campaigns.
- Planned and executed major events—including volunteer recognition and campaign

Account Executive

Craftsman Printing, Inc, Birmingham & Mobile, AL March 2005 - August 2006

- Conducted cold calls to generate new business opportunities.
- Utilized marketing strategies to drive sales growth within the assigned territory.
- Acquired new clients through proactive sales calls and in-person visits.
- Maintained strong relationships with existing clients through exceptional customer care.
- Processed and provided accurate estimates for printing projects.
- Gained extensive knowledge of printing terminology and press equipment.

Relocated to Mobile, AL

June 2003 - 2005 | Focused on family

Creative Services Consultant / Freelance Designer

Mobile, AL | 2003 – 2020

- Designed branding and promotional materials for small businesses and nonprofits.
- Managed creative production, vendor coordination, and print quality control.
- Developed client relationships through strong design execution and project management.

Marketing Coordinator

United Stationers Supply Company, Suwannee, GA January 2001 – June 2003

- Served as Marketing Assistant supporting several Marketing Directors across corporate and retail settings, assisting with advertising, promotions, and community outreach to strengthen brand visibility.

Early Career Experience

Miami, FL & Memphis, TN & Atlanta, GA | 1992 – 2003

- Worked as a Graphic Designer for an invitation and stationery company in Miami, creating custom designs for weddings, corporate events, and special occasions while collaborating with clients and production teams.
- Managed a profitable retail store; hired, trained, and motivated a high-performing sales team.
- Maintained accurate inventory systems and implemented procedures to reduce shrinkage and improve efficiency.
- Fostered a positive and collaborative work environment, resulting in consistent year-over-year profit increases.
- Recognized for initiative, creativity, and strong collaboration with leadership to achieve company goals.

CURRENT PROFESSIONAL AFFILIATIONS

- Public Relations Council of Alabama – Mobile Chapter 2025 Board Chair; 2024 Communications Chair; Member
- Prichard Preparatory School - 2024 - 2025 Board of Directors