



JOE COHEN

CONTENT SPECIALIST

Results-driven marketing specialist who excels in content strategy, UX copywriting, lead generation, content writing, social media management, search engine optimization, account management, and training.

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EXPERIENCE

2020 VANGUARD

2022 Senior Writer
Malvern, PA

Wrote and strategized UX, marketing, and social media copy for various flows, including a newly launched financial wellness experience. Supported email campaigns, user studies, and legal submissions. Collaborated with designers, journey owners, developers, and editors. Worked with multiple programs, including Invision, Confluence, Jira, Figma, Invision, and Microsoft Office.

2019 COMCAST BUSINESS

2020 Content Strategist
Philadelphia, PA

Successfully planned and launched a new, remodeled Comcast Business website, including over 50 pages total in a 90-day time frame. Created new pages. Updated existing pages. Collaborated with UX designers, product owners, senior leadership, copywriters, creative directors, SEO, development engineers, project managers. New site improved lead generation and increased lead submissions. Worked regularly with Microsoft Office, Confluence, Basecamp, Google Search Console, InVision, Box.

2017 COMCAST

2019 Content Strategist & UX Copywriter
Philadelphia, PA

Content Strategy: Reviewed and consolidated approx. 1400 support articles, saving company funds, improving customer experience, and lowering volume of calls. Optimized articles for internal and external search. Worked with over 25 stakeholders for approvals. **Copywriting:** UX copywriting for troubleshooting and support flows on xfinity.com website. Wrote SEO-optimized blog posts for a variety of promos, including [Olympics](#), [World Cup](#), [Fandango](#).

2016 1SEO.COM DIGITAL AGENCY

2017 Content Writer
Bristol, PA

Wrote, edited and published over 800 pieces of content, including blogs, press releases, on-page (web content), case studies, ad copy. Created social media-friendly promotional videos for a diverse client base with unique goals and messages. Maintained regular contact with over 40 clients per month, facilitating keyword strategies, document approvals, follow-ups. Onboarded new clients via in-person and telephone meetings.

EDUCATION

2002 BACHELOR OF SCIENCE, MARKETING

2006 Rider University
Lawrenceville, NJ

VOLUNTEER

BIG BROTHERS BIG SISTERS OF BUCKS COUNTY

Big Brother mentor for over eight years.

MIGHTY WRITERS

Worked with South Philadelphia kids to help improve their reading, writing, and creative thinking skills.

INTRAMURAL COUNCIL ROCK SOCCER COACH

Coach of children ages 14-18 for over seven seasons.

SKILLS

SOCIAL MEDIA



PODCASTING



SEARCH ENGINE OPTIMIZATION



USER RESEARCH



QUALITY ASSURANCE



CONTENT STRATEGY



REFERENCES

CATIE HAELIG

Comcast, Content Director,
Xfinity Experience Design:
(610) 283 - 6045

BRANDON MOYER

Comcast, Product Owner,
Help & Support
(610) 420 - 9948

PH MULLEN

Comcast, Senior Director
Product Management & Marketing:
(408) 836 - 9325

PEGGY CUMMINGS

Comcast, Senior Copywriter
B2B User Experience:
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[view samples at jocohensresume.com](http://jocohensresume.com)