

JACK COHN

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PROFESSIONAL SUMMARY

Strategic communications professional with a journalism degree and hands-on experience in content production, social media, and copywriting, seeking a marketing or content strategy role driving brand storytelling and audience engagement at scale.

EDUCATION

Expected in 05/2026

University of Wisconsin-Madison Double Major With Certificate - Madison, WI

- Journalism (Strategic Communication)
- Communication Arts (Radio/TV/Film)
- Digital Cinema Production
- 3.4 GPA

EXPERIENCE

06/2024 to 09/2025

Media Director

Camp Ojibwa – Eagle River, WI

- Created social media strategy and content targeting different audiences, such as highlight videos for alumni and camper interviews for parents
- Wrote newsletters for parents, alumni, and prospective staff
- Developed a content calendar to grow engagement and increase followers with high-quality posts

04/2025 to 01/2026

Creator/Producer/Director

Freelance Contractor For Camp Ojibwa

- Developed “The Week” documentary treatment and pitch, and secured budget to produce the dramatization of the cornerstone competition for this sports camp
- Hired crew, sourced equipment, and created a dynamic production schedule
- Directed crew to capture the narrative and deliver the vision that the camp ownership desired
- Scheduled and conducted over 50 interviews in less than a month, leaving room for editorial options
- Hired and worked with an editor to create the final deliverables, sourced music and graphics, all under budget

09/2024 to Current

Video Team Member

The Badger Herald – Madison, WI

- Assisted in the production, filming, and editing of video content, such as Presidential election and local sports coverage
- Identified relevant stories by following local and national news, such as Kamala Harris' last rally in Madison
- Collaborated with team members to develop stories, such as coverage for the Madison Period Garden Park

09/2023 to 09/2024

Radio Show Producer

WSUM 91.7FM Student Radio – Madison, WI

- Co-hosted several episodes of a sports talk show
- Planned and produced sports programming, including Badgers' volleyball, hockey, and football
- Researched injuries, drafts, upcoming schedules, etc
- Pitched stories in weekly news team meetings

09/2022 to 12/2022

Chicago Bears Beat Reporter

NFC North Report

- Wrote articles during the 2022 NFL Season for NFCNorthReport.com, an NFL credentialed source
- Responsible for fellow Chicago Bears' beat writers meeting deadlines and quotas
- Edited and published others' articles

SKILLS

- Media Operations Understanding
- Research and Fact-Checking
- Python Programming
- Proficiency in Adobe Premiere Pro
- Social Media Engagement
- Content Creation
- Proficiency in Adobe InDesign
- Proficiency in Adobe Audition
- Relationship Building