

# BRYN COHN

## Creative



## EDUCATION

### Master of Fine Arts

University Of  
Wisconsin-Milwaukee

### Bachelor of Fine Arts

California Institute  
Of The Arts

### Introduction to Creative Direction

ArtCenter

## SKILLS

Microsoft Office Suite

Art Direction

Social Media + Content Creation

Adobe InDesign + Photoshop

Video Editing (Premiere, Final Cut, iMovie)

## CLIENTS

Absolut

Smartwater

Betsey Johnson

Louis Vuitton

Sephora

Backblaze

## INTERESTS

Music

Trend Forecasting

Branding

Film

Sports

Technology

## ME

I am a choreographer and non-profit founder turned copywriter with a deep passion for strategy and brand storytelling. Proven success in pitching and executing global partnerships, commercials and experiential activations within entertainment, fashion and lifestyle industries. A do it all creative carrying a breadth of skills into copywriter roles where I can offer my insatiable imagination and business acumen to a collaborative community of problem solvers.

## EXPERIENCE

### Freelance Copywriter

March 2018 - current

- Strategized product launches and multichannel campaigns for Louis Vuitton, Smartwater & Betsey Johnson
- Pitched and won on experiential events and partnerships - overseeing all aspects of strategic development, production and user experience (Absolut, Sephora, Brooklyn Brewery)
- Ideated brand scripts and headlines for Backblaze internal and external campaigns at Meaningful Works agency
- Developed creative strategy and theme aligned with industry trends for MSC Cruises pitch at Sagon Phior - collaborating directly with CEO to receive feedback and direction
- Concepted new brand narrative for Zócalo Public Square repositioning based on guidelines and brief

### Founder/Creative Director

Bryn Cohn + Artists

March 2010 - August 2021

- Built an internationally-recognized dance company - increased annual budget from \$20,000 to \$550,000 through digital strategies, opportunities to inspire stakeholders and interactive social media (email marketing, Instagram, Facebook, TikTok, YouTube) based on KPIs and consumer trends
- Established disruptive brand voice and marketing initiatives by pitching corporate sponsorships and brand partnerships - designed and concepted pitch decks and maintaining these clients for over five years
- Led client facing meetings to pitch creative, review budgets and timelines and identify new revenue sources
- Concepted and executed long and short form copy (social media, docuseries, articles, blogs, mailings)

### Freelance Scriptwriter & Director

January 2012 - June 2023

- Wrote scripts, directed and produced short films and documentaries about cultural identity, race and women
- Collaborated on award-winning projects (Olafur Eliasson, New York City Ballet, Los Angeles Ballet and Alvin Ailey) with the world's leading music artists and designers with a pulse on emerging technologies (AR, motion capture, live projection)
- Creative directed photoshoots and videoshoots with renowned photographers and cinematographers (Shaniqwa Jarvis, Nina Meredith, Stephen Mallett)

### University Adjunct Lecturer & Teaching Artist

Loyola Marymount University, University of Michigan Ann Arbor, CalArts, AMDA College

May 2014 - June 2023

- Taught writing seminars focused on short and long form copy and cinematography courses
- Initiated cross-disciplinary projects in fine art, music, film and scenic design
- Copyedited student work for conceptual cohesion, spelling, grammar and MLA/AP guidelines

📍 Los Angeles, CA

📞 818.426.5600

✉️ brynmcohn@gmail.com

🌐 bryncohn.com

🌐 linkedin.com/in/bryn-cohn

# BRYN COHN