

TIFFANY ZOHARA COHEN

Brand building-Concept development

CONTACT

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PROFILE SUMMARY

Creative and innovative brand builder with a modern skill set for driving brands forward through compelling concepts and impactful marketing strategies that build lasting client relationships. Highly organised with keen attention to detail, adapting well to high-pressure environments while maintaining excellence.

EDUCATION

- 2019 - 2022
LONDON COLLEGE OF FASHION
(UAL)
- BA in Visual Merchandising and Branding

SKILLS

- Project Management
- Public Relations
- Teamwork/Collaborations
- Critical Thinking
- Event Coordination
- Brand Building
- Data-Driven Decision Making

TECHNICAL SKILLS

- MacOS and Microsoft Windows system
- Microsoft Powerpoint, Word, Excel
- Procreate
- Canva
- Website Design, SEO optimisation

LANGUAGES

- English: Fluent
- Hebrew: Fuent

WORK EXPERIENCE

Adidas (Electra) x Act 3 (Gillie Lillie Marketing) 2024 - 2024
Assistant Event Coordinator (commissioned)

- Assisted in coordination and execution of five in-store events, ensuring all preparations and setups were timely and efficient.
- Fostered relationships with influencers and customers, driving event day promotions and maximising participant satisfaction.
- Played a pivotal role in acquiring supplies and packing, as well as supporting shoe design to align with client visions.

Adidas (Electra) x Act 3 (Gillie Lillie Marketing) 2024 - 2024
Assistant Event Coordinator (commissioned)

- Aided preparation and execution for 10 in store events, including packing a 2,500 gift package order for store distribution, ensuring all setups were timely and efficient.
- Engaged with influencers and customers to promote events and enhance participant satisfaction.
- Assisted in purchasing supplies and packing, and assisted in shoe design, transforming client ideas into reality.

Bestie Hugs 2024 - 2024
Event Planner/ Brand Offline Activation

- Conducted in-depth market research for events that fit with the company mission's and values.
- Conceptualised and organised brand-related events to attract new customers and foster loyalty.
- Implemented offline brand activation strategies to enhance market presence and audience engagement.

Lulett Flower Shop 2022 - 2024
Head Florist, Marketing Assistant

- Managed daily operations, ensuring quality and timely delivery of orders.
- Provided personalised customer service and collaborated on event planning.
- Assisted in website updates, SEO optimisation, and marketing initiatives.