

BRYAN KOHL

Marketing Professional

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Education:

Canisius University, Buffalo, NY

Expected Graduation: May 2025

Bachelor of Science Integrated Marketing Communications

Concentration in Marketing

GPA: 3.34

Certifications - Marketing Data Analytics, Digital Marketing, Social Media Strategy, Google Ads Search

- Managed a digital marketing simulation while applying the concepts of landing page optimization, audience targeting, and KPI analysis
- Created a comprehensive social media strategy using artificial Intelligence tools, scheduled organic posts, and measured key performance indicators

Software Skills:

Microsoft Word, Powerpoint, Excel, Canva, Figma, Adobe Photoshop, WordPress

Experience :

Abbey Mecca- Marketing Intern

January 2025 - Present

- Brand Strategy & Planning – Crafting impactful brand positioning and go-to-market strategies
- Creative & Design – Driving innovative concepts and visual storytelling
- Content Marketing – Developing engaging narratives that resonate with audiences
- Advertising Media Planning & Buying – Maximizing reach and ROI through strategic media placement
- Video Development – Producing compelling video content for brand engagement

West Herr Automotive Group- Marketing Intern - Sales Assistant

August 2024 - Present

- Created engaging content for West Herr's social media by attending film sessions promoting new vehicles and supporting promotional content
- Contributed to weekly marketing meetings to strategize and elevate brand promotion efforts
- Curated and showcased positive Google reviews as testimonials for social media content
- Utilized West Herr's TikTok to collaborate with local businesses and enhance community engagement
- Drafted and distributed email communications to various locations to promote initiatives while collaborating with the Email Marketing Coordinator
- Developed creative concepts for Buffalo Bills-themed billboards for West Herr's social media campaigns
- Contributed to a podcast featuring Buffalo Bills players, while also playing the mascot to introduce the Team West Herr identity

Future In Our Hands-USA - Marketing Team Member

August 2024 - December 2024

- Developed the strategy for the 5K fundraiser, aligning with organizational goals to maximize community engagement
- Drafted and presented sponsorship proposals to local businesses, securing key financial support
- Created and managed event registration and donation forms on Zeffy, streamlining ticketing and fundraising
- Led a presentation to FIOH leadership, securing approval and aligning efforts to exceed fundraising targets
- Played a key role in helping the team surpass the \$13,000 fundraising goal through effective sponsorship and participant outreach
- Acted as Account Manager for the event logistics and partnerships, ensuring smooth execution and timely deliverables
- Our team secured media coverage on Channel 4 News and in the Griffin Newspaper, boosting event visibility

Hamberger and Weiss LLP - Marketing Intern

May 2024 - August 2024

- Created visually appealing and user friendly website incorporating modern design principles and layouts
- Modified the current News and updates page using WordPress while creating Blogs and LinkedIn Posts to the website
- Utilized KPIS to measure website traffic, engagement, and conversions
- Designed compelling graphics, letterheads, and branding materials for the firm to ensure consistency with brand identity
- Managed and updated website content, including attorney bios, blogs, and podcast episodes to maintain accuracy
- Implemented social media marketing strategies and SEO techniques to improve visibility and expand brand reach
- Produced comprehensive mentorship videos focusing on leveraging WordPress as a powerful marketing tool, aimed at enhancing colleagues' proficiency and effectiveness in digital marketing strategies

PCA Technology Group - Marketing Intern

January 2024 - May 2024

- Gained new followers, connections, and future customer contacts
- Used software tools to update current website
- Used Canva to create videos for upcoming company events
- Increased company visibility and website traffic with blog posts and creating social media content
- Collaborated with the marketing team to implement a March Madness Marketing Campaign
- Partnered with vendors to develop content and promotional strategies aimed at effectively promoting their products

Activities:

BNSME (Buffalo Niagara Sales & Marketing Executive) - Student Member

- Attend monthly meetings to connect, share ideas, and build relationships while staying informed on the latest trends in sales and marketing.

American Marketing Association - Vice President

September 2024 - Present

- Drive professional development efforts to expand career opportunities for members in the marketing industry
- Organize and manage events including resume workshops, networking gatherings, and speaker series with distinguished marketing experts
- Collaborate with industry leaders and alumni to create meaningful networking and educational experiences
- Provide mentorship and career guidance, offering resources to support members' personal and professional development

Canisius University Men's Soccer Team - Division 1 Student Athlete

August 2021 - May 2023

- Displayed excellent communication, teamwork and time management skills