

OLIVER COHEN

[Oliver Cohen](#) | 724.591.0920 | [LinkedIn](#) | [Portfolio](#) | Pittsburgh, PA

MARKETING COMMUNICATIONS STRATEGIST

Marketing strategist with demonstrated success developing and executing multichannel communications plans aligning business objectives with target audience needs. Extensive leadership experience collaborating with stakeholders to define business objectives, marketing strategy, and ideal client personas.

AREAS OF EXPERTISE

Inbound Marketing | Persona Creation | Brand Strategy | Content Development | Corporate Communications
SEO (Search Engine Optimization) | SEM (Search Engine Marketing) | Email Marketing | Earned Media
Website Development | Conversion Rate Optimization | Market Research | Project Management

CAREER CONTRIBUTION HIGHLIGHTS

- Developed communications plans, marketing strategies, and key messages for each phase of nine \$3B+ enterprise partnership and acquisition deals, *LPL FINANCIAL*.
 - Analyzed CRM data and conducted persona workshops to define ideal clients and marketing strategy articulating how firm services and approach addressed specific client pain points, *WRIGHT ASSOCIATES*.
 - Created and executed multichannel B2C and B2B inbound marketing campaigns and SEO strategy generating \$250,000+ in annual recurring revenue each year from 2016 – 2020, *WALDRON PRIVATE WEALTH*.
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PROFESSIONAL EXPERIENCE

LPL FINANCIAL, Remote

Senior Consultant, Marketing Communications

November 2024 - Present

Associate Vice President, Marketing Communications

April 2022 - February 2024

- **Marketing Lead:** develop and implement enterprise marketing plans for institutional partnerships and acquisitions, working closely with internal and external stakeholders to create key messages and communications strategies for multiple audiences and channels.
- **Communications Lead:** provide white glove communications support for stakeholders and business units, developing communications strategies to frame and promote large events and change management projects; write and produce executive talking points, emails, and presentations, along with product and service guides, newsletters, FAQs, and fact sheets for service team and end-investor audiences.
- **Website Manager:** build and manage custom acclimation and training pages for each deal, providing advisors with a single location for transition updates, resources, and training materials to simplify the conversion process and facilitate platform adoption.
- **Recruiting Lead:** work with leadership teams to define and articulate advisor benefits to achieve asset and advisor retention targets; develop and coordinate town halls, write scripts for CEOs and other top executives, and manage event logistics and communications.
- **Public Relations Lead:** write deal close and conversion press releases, collaborating with public relations, investment relations, business integration, external leadership, and legal teams to support strategic objectives, position deals in the marketplace, and generate media opportunities.
- **Compliance Lead:** provide guidance and oversight for internal and external workstreams for prospecting, recruiting, product, training, and HR communications; manage compliance review and approval process.
- **Process Improvement:** break through organizational siloes by hosting project meetings with team leads prioritizing goals, timelines, and workstream updates to strengthen collaboration and alignment; create marketing templates to ensure adherence to branding guidelines and streamline the production process.

WRIGHT ASSOCIATES, Pittsburgh, PA
Marketing Communications Director

January 2021 - April 2022

- **Marketing Strategist:** analyzed marketplace positioning, competitors, and growth opportunities to create marketing strategies and communications plans; reviewed existing client profiles and led persona workshops with stakeholders to identify pain points, triggering events, barriers to entry, and top services to create ideal client personas and key messages to drive multichannel marketing and advertising campaigns.
- **Advertising Manager:** ran SEM campaigns generating 10x ROI in new client and wallet share opportunities; identified search terms we could win, placed Google Ads, built landing pages, tracked budget and performance, and adjusted messaging and design daily to optimize conversion rate and achieve qualified lead targets.
- **Website Manager:** rebuilt, rewrote, and managed firm website, optimizing information architecture, content, CTAs, and images to generate search traffic, deliver qualified leads, and improve user experience.
- **Content Developer:** wrote case studies, blog posts, newsletters, white papers, email blasts, and managed social media accounts to integrate and amplify inbound marketing and SEO strategies.

WALDRON PRIVATE WEALTH, Bridgeville, PA
Marketing Communications Manager

August 2012 - March 2020

- **Marketing Manager:** developed persona profiles and inbound marketing strategy to drive multichannel B2C and B2B campaigns generating \$250,000+ in annual recurring revenue each year from 2016 – 2020.
- **Communications Manager:** positioned firm advisors as thought leaders for core verticals by ghostwriting 20+ articles focused on key persona services published as earned media in *Kiplinger Building Wealth*.
- **Website Manager:** improved SEO rankings for key services to page one by optimizing information architecture and site content; wrote case studies, blog posts, white papers, service pages, produced videos, and created CTAs and landing pages integrating keyword strategy and prospect search behavior.
- **Project Manager:** point person for company rebranding, product launches, and client events; managed budgets, wrote and produced client communications, created email lists, and provided on-site event support.

ADDITIONAL RELEVANT EXPERIENCE

AMERISTAR CASINOS, INC., Las Vegas, NV
Marketing Manager

November 2002 - August 2008

- **Corporate Marketing Manager:** directed marketing program implementation at six regional casinos delivering 500,000+ visitors a month; managed internal graphic design team and external agencies to produce marketing collateral customized to the specifications and regulatory requirements of each location.
- **Brand Manager:** wrote and produced content and directed implementation of brand guidelines for video, direct mail, website, print, outdoor, radio, and email channels.
- **Compliance Manager:** wrote official monthly promotion rules for state gaming commissions.

EDUCATION

Bachelor of Arts (B.A.) in Psychology, graduated with honors, New York University, New York, NY

TECHNICAL PROFICIENCIES

WordPress | Adobe AEM | Adobe InDesign | Video Production | Google Ads | Google Analytics
Microsoft Office Suite: PowerPoint, Excel, SharePoint, Outlook, Word, Teams | Salesforce | Redtail
HubSpot | Mailchimp | Hootsuite | Workfront | Smartsheet | Bloomberg Terminal