

MARISSA COHEN

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA **May 2026**

Master of Business Administration (MBA), Graduate Certifications - Product Marketing Management

- **Awards:** Dean's List, Forté Fellow, **OpenAI** Prompt Innovation Champion, **Microsoft Xbox** \$3K Scholarship
- **Leadership:** VP Marketing, Graduate Women in Business, Drove **Over 200%** Social Growth and Brand Partnerships
- **AI:** GenAI Research Associate - Dept. Business Communication, Conference Speaker & Workshop Leader - AI Globe Summit

Swarthmore College – Swarthmore, PA

May 2017

Bachelor of Arts, Political Science, GPA: 3.9/4, Lyman Research Fellow, Hayes Prize Recipient

SPECIAL PROJECT

Infosys IT Services – Bengaluru, India

Summer 2025

Product Marketing Manager (MBA), AI Applications

- Led go-to-market (GTM) strategy for marketing workflow automation and built Azure-native AI developer agents, enhancing user segmentation and resolving technical blockers to achieve a successful, high-speed product launch in **under 8-weeks**.
- Secured **75%** executive approval for API recommendations by transforming market and user analysis into storytelling-rich presentations and product demos for the Global Head of Brand.
- Increased product launch velocity by **83%**, achieving **4-week turnaround versus 6-month baseline** by leading Agile/Scrum methodologies and cross-functional collaboration across Marketing, Product, Sales, and Engineering.

EXPERIENCE

Fair Dinkum Productions – Los Angeles, CA

Spring 2022 - 2024

Chief of Staff - Henry Winkler (The Fonz)

- Enabled award-winning GTMs for **HBO's Barry** (10 Emmy awards, 54 Emmy nods) and **NYT Bestseller, Being Henry: The Fonz...And Beyond** (11 Weeks, NYT Bestseller List).
- Lead messaging and positioning frameworks for all multimillion-dollar brand partnerships, primetime network appearances, and social media accounts, ghostwriting viral content in Henry Winkler's personal voice across **3M+** followers.
- Project managed live fan experiences and brand activations across **15+** regional markets, coordinating all timelines, terms, and milestones while serving as the single Point of Contact (PoC) across Studio, Marketing, Finance, and Legal teams.
- Managed entire **8M+** budget and resourced annually for **40+** Fair Dinkum Productions staff and vendors.

DreamWorks Animation – Los Angeles, CA

Spring 2020 - 2022

Product Marketing Manager - PipelineX (Cloud Platform)

- Enabled enterprise GTM of PipelineX, an industry-first cloud microservices developer platform, across **3K+** technical users.
- Project managed digital transformation campaign of **9** highly matrixed teams within **6 months** at over **85%** adoption rate.
- Tracked developer adoption KPIs (onboarding time, feature usage by persona, support ticket volume) across cross-functional cohorts, iterating onboarding programs and technical messaging based on data, reducing proficiency ramp by approx. **50%**.
- Shipped and prioritized the product roadmap based on production feedback, resolved technical blockers with Product and Engineering through Jira, and increased system reliability from **98%** to **99.5%** uptime under peak **110K+** TPS load.

Joy Mill Entertainment (ABC Signature) – Los Angeles, CA

Fall 2017 - Winter 2020

Marketing Manager - Executive Communications (GTM Strategy)

- Built messaging and positioning for GTM of **Michelle Obama's Becoming**, achieving **100 weeks** on the NYT Bestseller List.
- Wrote viral keynote content for **Tracee Ellis Ross** at Glamour's Women of the Year Summit, which achieved **5M+** views across social channels and informed positioning strategies for **PATTERN Beauty's** sold-out launch at Ulta Beauty.
- Coordinated the go-to-market (GTM) campaign for Time's Up Legal Defense Fund, which raised **\$21M** within **60 days**.

CERTIFICATIONS, TOOLS, & SKILLS

- **Certifications:** AI Essentials & Foundations of Data Science - **Google**, Certified Brand Manager - CPG Camp
- **Tools:** Microsoft Office Suite, GitHub, Jira, Claude Code, Salesforce Marketing Cloud, Marketing Analytics, KPIs
- **Technical:** Competitive Market Analysis, A/B Testing, Product Management, Agile/Scrum Methods, Project Management
- **Professional:** CRM (**LinkedIn Top Voice 2024**), Cross-Functional Collaboration, Executive Communication, Strategic Analysis