

# David Cohen

## Fashion Marketing

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### Skills

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#### David Cohen

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@Esotericclothes

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English (Mother tongue), French (Intermediate)

Skilled in working with social media such as Instagram & Facebook

Strong social & interpersonal skills, working well in groups under pressure from deadlines

Very strong customer service skills

Photography skills in clothing, real estate & portrait

Computer skills (Photoshop, InDesign, Illustrator, Excel, PowerPoint)

Moderate WMS & warehouse operations knowledge

Import & export experience (Japan, Brazil, Argentina, USA)

Logistics, shipping, receiving

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### Experience

#### IOTA Jewelry / Co-owner

AUGUST 2020 - PRESENT, MONTREAL

For our final project at College LaSalle, our team created an ethically & locally made, high-end jewelry company that uses 50% recycled silver in our pieces. I helped contribute to design, photoshoot, and business model decisions, found and contracted the specific skilled workers for the sketch and 3d design aspects, and helped find models and prepare clothing for our photoshoots. IOTA was chosen as the winner of the product design category from industry expert Vita (Vicky) Scalia who is Co-founder and Co-CEO of L'Intervalle shoes.

Team work, Time management, Goal driven

#### Esotericclothes / Owner

AUGUST 2015 - PRESENT, ONLINE

At 20 years old I started my own reselling business for hard to obtain and vintage pieces from streetwear brands such as Supreme, Visvim, General Research, and more. Internationally source from Japan, USA, and Europe, authenticate items, take studio quality photos, edit on photoshop, and list on a wide range of social media & marketplace sites. Negotiate with buyers and sellers, engage in daily customer service, pack and ship the items to a wide variety of countries, and keep track of inventory through google sheets. Gained very strong customer relations experience, international networking, and buying and selling skills.

Garment preparation, Inventory management, Clothing photography

## **Armchair Open House / Real estate photographer**

MARCH 2015 - 2020, TORONTO

Interior and exterior real estate photography of houses and condominiums mainly in the downtown Toronto area for multiple real estate agents and agencies. Problem solved, scheduled, and communicated between the agent, homeowner, and at times property management.

## **Sue Anfang, Keller Williams Advantage / Open house greeter**

APRIL 2016 - NOVEMBER 2018, TORONTO

Greet, hand out information flyers, and accompany potential buyers and real estate agents for open house showings in condominiums. Built relationships with new home buyers and real estate agents constantly.

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## **Education**

### **LaSalle College / Fashion Marketing**

JANUARY 2019 - PRESENT, MONTREAL

Third year student at College LaSalle, where I learned about the history of fashion, textile differentiation, marketing and organizational behavior & was on the wardrobe team of a fully student funded and organized fashion show SMCL (soiree mode College LaSalle). I am also part of a spectacular final project team, where we created a high-end and sustainable jewelry brand, called IOTA and one sample, a spinner necklace and won the industry experts choice in product and design.

### **Ryerson University / Business Technology Management**

September 2016 - September 2018, TORONTO

Attended in the Business Technology Management program for two years where I learned about business practices such as business organization, marketing, communication while making connections with peers that I still have today.

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## **Interests**

### **DJing**

Sparkling from my love of the Montreal house music scene, and the confinement of the first COVID-19 lockdown, I started to learn how to mix and DJ primarily house, deep house, & tech house music.

### **Skateboarding and Longboarding**

Toronto has one of the largest longboarding and skateboarding communities in Canada. Especially longboarding in Toronto where I take part in hosting events, racing, and helping organize the biggest longboard meet-up in the world (The Toronto Board Meeting).

### **Streetwear and Hip Hop culture**

Fashion of skateboarding and Hip Hop culture has always captivated me which streetwear encompasses so naturally I became obsessed with streetwear to the point where I have lined up overnight for a pair of shoes in the cold Montreal winter.

References available upon request.

