

CALLI COHEN

Montreal, QC | Pointe-Saint-Charles

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Education:

Lasalle College, Montreal, QC

D.E.C. in Interior Design, 2012

Languages:

English and French

PROFESSIONAL SUMMARY

Innovative multimedia professional with extensive experience in photography, cinematography, art direction, production design, and digital marketing. Founder and CEO of Makaveli Media Montreal, I specialize in delivering high-quality visual content and branding solutions for commercial and wedding clients. I have collaborated with global brands such as Under Armour, Bacardi, and Amazon Music, and have been featured in top publications like Flaunt Magazine, Rolling Stone, and Billboard Radar. Known for leading creative teams, driving successful marketing strategies, and producing award-winning content, I am passionate about visual storytelling and delivering exceptional results for clients.

KEY SKILLS

- **Creative Media & Content Production:** Photography, Cinematography, Film Production, Creative Direction, Visual Storytelling
- **Branding & Digital Marketing:** Social Media Strategy, SEO, Visual Content Creation, Campaign Strategy, Web Design, Advertising
- **Project Management & Leadership:** Team Leadership, Budgeting, Scheduling, Client Relations, Staff Training
- **Design & Art Direction:** Set Design, Art Direction, Production Design Prop Sourcing, Mood Board Creation, Creative Briefs, Pitch Decks, Storyboarding, Visual Treatments
- **Technical Proficiency:** Adobe Creative Suite, DaVinci Resolve, Adobe Premiere, Canva, Photography & Videography Equipment

PROFESSIONAL EXPERIENCE

Makaveli Media Montreal

CEO, Photographer, Cinematographer, Creative Director, Producer

2018 – Present

- Founded and grew a successful multimedia agency, delivering over 300+ weddings and commercial projects.
- Produced high-profile campaigns and designed sets for Under Armour, Food Network, Bacardi, and Amazon Music, showcasing expertise in brand storytelling and high-impact visuals.
- Featured in leading publications such as Flaunt Magazine, Rolling Stone, Billboard Radar, and Wonderland, highlighting exceptional project execution.
- Directed branding strategies for diverse companies including Fae Pictures, Cox Creative, and Beauty Nation NZ, enhancing their market presence and visual identity.

- Managed end-to-end production for various projects, ensuring top-quality visuals, adherence to timelines, and budget optimization.
- Created viral celebrity-driven content, developed high-impact campaigns, collaborated with influencers, and leveraged social media to boost Vintage Frames Company's visibility and engagement.
- Led production design, prop sourcing, and on-set coordination, ensuring seamless execution of creative concepts.
- Worked closely with directors and production teams to ensure cohesive storytelling and high-quality visual output.

Triad Management (Commercial Real Estate)

Executive Assistant

2019 – 2021

- Managed property viewings, lease documentation, and client relations for commercial real estate projects.
- Designed and maintained the company website, ensuring smooth functionality and content accuracy.
- Assisted in developing and executing marketing strategies, web design and real-estate videos contributing to increased brand visibility and client engagement.

Sephora

Lead Operations Manager

2014 – 2018

- Led a team of 50 staff members, managing day-to-day operations including inventory control, staffing, and customer experience.
- Directed luxury product launches and store events, ensuring smooth operations and customer satisfaction.
- Awarded *Manager of the Year* in 2015 for exceptional leadership and driving sales results.

Volunteer Work

2017 – Present

- Volunteered at Elephant Nature Park, contributing to animal conservation efforts.
- Led photography fundraising initiatives for HSI Canada, raising awareness for animal welfare, specifically the Australian bushfires.
- Founded and organized the "Women On The Street" fundraiser, providing feminine hygiene products to women in shelters.
- Fundraised for Appalachian Wildlife by collecting recycled mascara wands, which are used to help clean small animals in need of rehabilitation.
- Served as a photographer for the F*ck Cancer Foundation, documenting impactful events for cancer awareness.
- Helped fundraise \$25K for The Montreal Children's Hospital's 'Sante to Life' event, supporting pediatric health initiatives. Photographer for events.
- Founded and developed a curriculum and program to mentor over 15 students in the art world, focusing on strategies for monetizing art in the Montreal art community..

REFERENCES AVAILABLE UPON REQUEST.