

EDUCATION

Drexel University | Philadelphia, PA
Bachelor of Science in Graphic Design
Pennoni Honors College
Minor in Marketing | GPA: 3.9
Anticipated June 2027

HONORS & AWARDS

Dean's List
Sep 2023 – Present

Drexel Hillel Award of Excellence
June 2024

AJ Drexel Merit Scholarship
Sep 2023

Drexel Westphal Portfolio Scholarship
Sep 2023

SKILLS

Design Software

Adobe Suite
Photoshop, Illustrator, InDesign,
After Effects, Bridge, Acrobat, Camera Raw
Procreate, Canva

Web & Digital

HubSpot, WordPress, Figma, Relume, Webflow,
Squarespace, Social Media Strategy & Content
Design, HTML/CSS Basics, Photography,
Microsoft/Google Suite

INVOLVEMENT

Alpha Epsilon Pi Fraternity
Standards Chair, May 2025 – Present
Recruitment Chairman, Nov 2024 – Dec 2025
Jewish Leadership Chair, Jan 2024 – Sep 2024

Study Abroad | Accademia Italiana
Florence, Italy | Summer 2025

Drexel Hillel JSA
First Year Engagement Coordinator
Jan 2024 – Jan 2025

PROJECTS

Clarity Relationship Therapy
Brand Identity & Website Design
April 2026 – Jul 2026

Caryn Malkus Therapy
Brand Identity & Website Design
Sep 2025 – Jan 2026

COBY MALKUS

cobym50@gmail.com
cobymalkusdesign.com
LinkedIn: Coby Malkus

EXPERIENCE

ESF CAMPS & EXPERIENCES

Bryn Mawr, PA

Marketing Coordinator | Sep 2026 – Present
Marketing & Communications Intern | April 2026 – Sep 2026

- Built the 2027 Summer Super Saver campaign across email, landing pages, digital ads, and social — driving a 42% year over-year increase in early-bird deposits
- Produce ESF's branded podcast end-to-end, managing planning, recording, publishing, and editor coordination across the full content and release timeline
- Designed brand identity kits and led the creation of a 45th-anniversary logo used across deliverables
- Support the Nemours healthcare partnership by managing a KPI dashboard and coordinating blog posts, landing-page updates, and partner deliverables
- Review marketing, sales, and strategy decks for design and content consistency

DREXEL CONSULTING GROUP

Philadelphia, PA

Creative Marketing Director | March 2026 – Present

- Led a marketing team executing integrated social, email, newsletter, and event campaigns — driving 370,000+ content views, 81,000 accounts reached, and 6,000+ account interactions.
- Grew consultant applications 74% and sustained the gain across subsequent recruitment campaigns
- Plan and organize the marketing schedule and communications strategy for the full academic year, delegating roles across the team

Marketing Chair | April 2025 – March 2026

- Developed and designed engaging content and graphics for Instagram, enhancing visibility, promoting events and initiatives
- Managed posting schedules and oversaw social media strategy to ensure consistent, timely and relevant engagement with the student consulting community
- Planned and developed new website to streamline communications, showcase projects, and recruit members

ALPHA EPSILON PI

Philadelphia, PA

Social Media Designer | Jan 2024 – Feb 2026

- Created visually compelling content across platforms, aligning with brand strategy and audience engagement goals
- Designed and executed graphics, templates, and layouts using Adobe Illustrator, InDesign, and Photoshop