

PROFILE | Jason Cohen

Managing Director,
Maryland State Ad Agency

Jason Cohen joined the Maryland State Ad Agency (MSAA), a division of Maryland Public Television, in late 2024 as the full-service advertising agency's managing director.



MSAA is an advertising and communications agency that delivers campaign planning, creative production, media planning and buying, and campaign analysis and reporting for state government agency clients.

In his new role, Mr. Cohen manages the daily operations of the MSAA staff and oversees all aspects of the agency including business development, client relations, account planning, analytics, team leadership, media placement, and budget management.

Mr. Cohen comes to MSAA from the Baltimore office of Audacy, where he served for six years as the organization's digital marketing manager. In this position, he was responsible for creating marketing strategies and managing multiple digital advertising and social influencer campaigns for a wide range of clients, including some state agencies.

Before that, Mr. Cohen was vice president for five years at Spokes Marketing, the company that acquired the firm he started – RockIt Digital Marketing. He was president of his firm from 2010 until the acquisition in 2013. He also served several years as e-communications director for The Associated: Jewish Federation of Baltimore.

In 2026, Mr. Cohen earned an Emmy® Award for his work on the *Maryland 250 Commission: How do you say Semiquincentennial?* project.

Mr. Cohen earned a master's degree in organizational psychology from the University of Baltimore and a bachelor's degree in psychology from Towson University.

He is a resident of Ellicott City, Maryland.