

Marina Cooley

Assistant Professor in the Practice of Marketing at Emory University, Goizueta Business School

ATLANTA, GA, US

Biography

Marina Cooley joined Goizueta Business School in 2021. A storyteller at heart, Cooley is passionate bringing her love of modern marketing to the next generation of students. She developed a course called, Content Marketing, with a curriculum unlike that of any other school. In Content Marketing, students learn science of sticky ideas and put their learnings to the test. Most recently, the class started a TikTok account and amassed 10M views and 1.8M likes in 30 days! To truly understand the social media platforms, you'll often find Cooley dabbling as a content creator on LinkedIn, TikTok and Instagram. Cooley also co-developed the Advanced Marketing Strategy course which exposes student to real life scenarios like Stages & Gates, Media Flighting and Brief writing. In addition to her love for modern marketing, Cooley is a huge supporter of equipping students with a resilience and reflection tool kit. She has brought her love for deep work & single tasking to modules including: "Personal Development" and "Life Design for the Modern MBA?". Prior to joining Emory, Cooley spent 15+ years in strategic marketing roles such as brand management at Coca-Cola, CMO at Lavva, and management consulting at IBM. While at Coca-Cola, she was part of the meteoric growth of two unicorn brands, Gold Peak and Honest Tea. Outside of work, Cooley adores spending time with her family, playing mediocre tennis and having a slow first coffee.

Areas of Expertise

Brand Management, Social Media, Content Marketing, Virality, TikTok

Education

Emory University's Goizueta Business School
MBA Marketing

New York University's Stern School of Business
BS Marketing & Information Systems

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