



January 16, 2025
For immediate release

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Jason Cohen joins Maryland State Ad Agency as managing director

Full-service ad agency is a division of Maryland Public Television

OWINGS MILLS, MD – [Maryland State Ad Agency](#) (MSAA), a division of Maryland Public Television (MPT), has announced the appointment of Jason Cohen as its 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 agencies.

In his new role, 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.

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, 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.

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 Reisterstown, Maryland.

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About Maryland State Ad Agency

[Maryland State Ad Agency](#) (MSAA), established in 2017, is a division of [Maryland Public Television](#) (MPT). The business unit provides full-service advertising, marketing, communications, and media-buying services for Maryland state agencies and related organizations.