Adam Cohen

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ABOUT

Marketing and media professional with four seasons of minor league broadcasting expertise. Storyteller who thrives in live, dynamic, high-paced environments. Collaborative teammate excited to build something meaningful.

WORK EXPERIENCE

Tri-City ValleyCats — Troy, NY
Play-By-Play Commentator — April 2023 - Present

- Broadcast over 150 home games, select road games, playoff matches, and the All-Star Game.
- Assumed department head position in July 2023, leading to a 7.4% growth in followers on Facebook and a 22.3% growth in followers on Instagram.
- Generate more than $150,000 in revenue and more than 7,000 tickets sold through group outing, advertising, and ticket-plan sales.
- Serve as an on-camera and on-mic presence for team content and promotions on social media and Waking Up with Wendy's segment.
- Develop game notes, media materials, and press releases related to team performance.
- Represent the ValleyCats at media events, announcements, and community appearances
- Hire and train Seasonal Marketing and Digital Media Associate.

Erie SeaWolves — Erie, PA
Broadcast and Media Relations Assistant — April 2022 - Sept. 2022

- Broadcasted six innings of color commentary and three innings of play-by-play for all home games and select road trips.
- Filled in as lead commentator for all nine innings in Akron, Ohio on July 22.
- Captured and edited 25-minute documentary sharing the stories of four players for senior project.
- Handled pre-game social media lineup posts along with in-game updates on Twitter.

ACHIEVEMENTS

- **Broadcasting:** Awarded 2021 Northwoods League Webcasting Team of the Year (Duluth Huskies) and 2020 Northwoods League TV Announcer of the Year (Rockford Rivets).
- **Media Experience:** Reported from Yankee Stadium and hosted Exit Velo Podcast with guests through Backsportspage.com, and completed a voice-intensive course in South Africa.
- **Athletics:** 2018 champion outfielder in Israel with the Ra'anana Raiders.
- **Technical Skills:** Adobe Creative Suite, Microsoft Office, MiLB Forge, Canva, PrestoStats, and photography and videography with Canon DSLR camera.

EDUCATION

Allegheny College — Meadville, PA
Bachelor of Arts in Communication — Aug. 2019 - Dec. 2022

- Bachelor's Degree had an emphasis on digital filmmaking and storytelling.

Bard High School Early College Queens — Long Island City, NY
Associate in Arts in Liberal Studies — Sept. 2016 - June 2018

- Accelerated high school program affiliated with Bard College where all courses during junior and senior years were college-level classes.