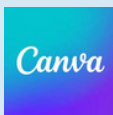




Adam Cohen

Professional Sports Broadcaster

Proficient in



Education

Allegheny College, December 2022

Bachelor of Arts in Communication

Minors: Math and Spanish

BHSEC Queens, June 2018

Associate's Degree in Liberal Arts

Contact Me

646-832-9422

adam.cohen71422@gmail.com

<https://www.linkedin.com/in/adam-cohen-755712167/>

References Upon Request

Greg Gania: Erie SeaWolves' Assistant General Manager/Communications

Jake LaChapelle: 2023 Tri-City ValleyCats' Communications Manager

Dallas DeFrancesco: Pittsburgh Pirates' Major League Video Assistant

Sean King: Allegheny College Assistant Athletic Director for Game Management, Fan Experience and Marketing

Find Out More on my Website!



Broadcast Journalism Experience

Media Relations Coordinator and Broadcaster, Tri-City ValleyCats

April 2023 to Present; Troy, NY

- Served as the primary broadcaster for all 50 ValleyCats home games in 2023, and select road trips for their broadcast network driven by Transfinder, which had a television stream through FloSports, and a radio stream through Mixlr.
- Raised nearly \$15,000 in group ticket outings and ticket plans along with more than 700 tickets sold in the first four months in an offseason sales role.
- Handled proof of performances to ensure that the contracts were fulfilled for total sponsorships worth more than \$150,000.
- Excelled in additional responsibilities such as being the primary point of contact for all media relations inquiries, overseeing the website, revitalizing the ValleyCats TikTok platform, dressing up as the Rowdy the Rat mascot, and making reading appearances at local schools.
- Utilized my film background by creating and editing the newest ValleyCats' "hype video", the Waking Up with Wendy's segments, and the end-of-the-season thank you message.
- Produced and published the 2023 media guide, team record book, final 2023 gameday program, 2024 Calendar, and the 2024 Pocket Schedules which had a combined 135,000 copies distributed.
- Customized statistical packets, implemented and distributed roster moves, up-to-date lineup cards, and nightly game notes consisting of trends and notable stories for the ValleyCats coaching staff and season ticket holders.
- Assisted the marketing department in creating nightly graphics for the video board and social media posts.
- Coordinated with the ValleyCats sales staff and client services department to ensure that all advertising contracts were exercised on social media and on the broadcast.
- Assigned as the public address announcer for high school tournaments hosted at "The Joe".

Broadcast/Media Relations Assistant, Erie SeaWolves

April 2022 to September 2022; Erie, PA

- Broadcast 75 games for the Tigers Double-A affiliate through MiLB.com and Fox Sports 1330 AM Erie.
- Handled play-by-play duties during the middle three innings, and was the color commentator for the rest of the game.
- Filled in as the sole play-by-play broadcaster on July 22.
- Conducted interviews in Spanish with Tigers prospects, and submitted an independent short film about the team.
- Generated 15-page game notes on a daily basis, consisting of trends, statistics, and notable stories.
- Sold approximately 300 tickets to Crawford County businesses over Labor Day weekend and First Responders Day.
- Hosted Erie's UPMC Health Plan Pregame Show and UPMC Hamot Postgame Show nightly.
- Wrote postgame recaps and handled in-game social media.
- Delivered and put together statistical packs to Erie's and the opponent's coaching staff.

Athletic Communications Assistant, Allegheny College

August 2019 to December 2022; Meadville, PA

- Broadcast 50 games on the Allegheny Sports Network and published over 50 postgame recaps for baseball, football, men's basketball, women's basketball, men's soccer, women's soccer, women's volleyball, and women's field hockey.

Broadcaster, Northwoods League

June to August 2020 & May to August 2021; Rockford, Ill. & Duluth, Minn.

- Broadcast over 60 games on television and radio for the Rockford Rivets in 2020 and the Duluth Huskies in 2021.
- Earned Broadcaster of the Year honors in 2020, and Broadcast Team of the Year honors in 2021.