

# ADAM COHEN

**Website:** adamcohensports.com **Phone:** 646-832-9422 **Email:** adam.cohen71422@gmail.com

## ABOUT

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Minor league baseball broadcaster with three seasons of professional expertise, two years of sales experience, and six years of sports industry exposure. Freelance sports commentator at Siena College and Bryant & Stratton College - Albany. A New York City native with a desire to continue to grow professionally and spiritually.

## PROFESSIONAL BROADCASTING EXPERIENCE

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### Tri-City ValleyCats

Troy, N.Y.

#### Media Relations Coordinator & Broadcaster

April 2023 - Present

- Broadcast all home games and select road games as the sole commentator.
- Manage press box staff and interview candidates for roles such as the official scorer and seasonal marketing and digital media associate.
- Generate \$75,000 in revenue and 3,500 group tickets through prospecting, networking and cold calling.
- Target businesses and organizations for commitment to ticket packages that include season tickets, group packages, hospitality areas, all-inclusive suites and mini plans.
- Design and publish marketing materials, calendars, pocket schedules, playbills, media guide, game recaps, press releases and feature stories, enhancing team visibility and fan engagement.
- Increase the ValleyCats' social media presence by over 1,000 followers on Facebook and Instagram in historic 2024 campaign that brought out 165,000 fans to Joseph L. Bruno Stadium.

### Erie SeaWolves

Erie, Pa.

#### Broadcast/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.
- Sold 300 tickets to Crawford County businesses in lone month of sales exposure.

## ACHIEVEMENTS

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- **Broadcasting Awards:** 2021 Northwoods League Webcasting Team of the Year (Duluth Huskies) and 2020 TV Announcer of the Year (Rockford Rivets).
- **Media Experience:** Reported from Yankee Stadium (Backsportspage.com), hosted Exit Velo Podcast with high-profile guests and completed a voice-intensive course in South Africa (2023).
- **Sales & Leadership:** Generated \$45,000 for Jewish non-profits during winter breaks from college (2020-21)
- **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

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### Allegheny College

Meadville, Pa.

#### Bachelor of Arts in Communication

Aug. 2019 - Dec. 2022

- Senior project consisted of a 25-minute documentary about players on the SeaWolves.

### Bard High School Early College Queens

Long Island City, N.Y.

#### 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.