

ADAM COHEN

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

ABOUT

Marketing and media professional with four seasons of Minor League broadcasting expertise, two years of sales experience, and eight years of sports industry exposure. New York City native with a desire to continue to grow professionally and spiritually.

PROFESSIONAL BROADCASTING EXPERIENCE

Tri-City ValleyCats

Troy, N.Y.

Media Relations Coordinator and Broadcaster

April 2023 - Present

- Broadcast all home games and select road games as the sole commentator.
- Generate more than \$115,000 and 5,500 tickets sold through group outing, advertising, and ticket plan sales.
- Assumed media department head position in July 2023 and increased Facebook and Instagram by 2,000 followers. This led to a 7.4% growth in followers on Facebook and a 22.3% growth in followers on Instagram.
- Interview applicants and review resumes for Seasonal Marketing and Digital Media Associate and scorekeeper roles.
- Design and publish marketing materials, calendars, pocket schedules, playbills, media guide, game recaps, press releases, and feature stories, enhancing team visibility and fan engagement.
- Implement and distribute roster moves, statistical packets, and nightly game notes to maintain effective communication across teams and media outlets.

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.
- Sold 300 tickets to Crawford County businesses in lone month of sales exposure.
- Composed postgame recaps and managed in-game social media.

ACHIEVEMENTS

- **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:** Raised \$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

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.