

# ALEC COHEN

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Results-driven Social Media Manager with 5+ years of experience leading content strategy, multi-channel campaigns, and regulated brand communications across national media organizations. Proven ability to translate complex topics into engaging content while driving measurable performance.

## Core Skills:

Adobe InDesign | Photoshop | Lightroom | Illustrator | Premiere Pro | After Effects | Final Cut Pro X  
Google Analytics | Brandwatch | Hootsuite | JIRA | Airtable | Microsoft Office | Google Workspace  
Social Media: Facebook, Instagram, X, TikTok, YouTube, Threads, LinkedIn

## PROFESSIONAL EXPERIENCE

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FanDuel Sports Network | Remote

**Social Media Manager** | March 2025 – Present

- Lead social media strategy and operations across 13 FanDuel Sports Network regions, overseeing NBA, NHL, and MLB content, with daily publishing responsibilities.
- Helped scale a regional social operation with 40+ accounts, supporting millions of monthly impressions through strategic planning and live execution.
- Write, film, and adapt content across formats including social captions, vertical videos, interviews, graphics, and digital campaigns for Facebook, Instagram, X, TikTok, YouTube, and LinkedIn.
- Own social content calendar across all regional markets, aligning publishing strategy with business priorities, marketing campaigns, and tentpole events.
- Translate analytics into executive-level reporting, identifying content trends, conversion drivers, and growth opportunities.

FanDuel Sports Network Detroit (formerly Bally Sports Detroit) | Southfield, MI

**Digital Content Manager – Detroit** | March 2022 – March 2025

- Supervised day-to-day social media strategy and digital communications surrounding the Detroit Tigers, Pistons, and Red Wings, and the FanDuel Sports Network brand, across Facebook, Instagram, X, TikTok, and YouTube.
- Led and mentored social media assistants during live coverage and campaign execution.
- Coordinated creative asset needs and worked closely with designers to source and manage content.
- Captured, edited, and published photos and videos to be used across all social media channels.

Storage Business Owners Alliance | Farmington Hills, MI

**Marketing Manager** | June 2021 – March 2022

- Developed and executed strategic marketing communications, interacting with a member base of 10,000 individuals weekly, through social media, email campaigns, events, and webinars.
- Managed company's Facebook and LinkedIn pages, drafting copy, designing graphics, producing video content, and tracking analytics.
- Increased social media following by 200% and increased email open and click rates by 300%.

## EDUCATION

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University of Michigan | Ann Arbor, MI

**Bachelor of Arts in Communication and Media Studies, Minor in Digital Studies** | May 2021

Cappo Sales and Marketing Certification in the Ross School of Business