

# ALEC COHEN

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3160 Chambord Dr.,  
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## EDUCATION

**University of Michigan**, Ann Arbor, MI  
Bachelor of Arts in Communication and Media Studies  
Completing Cappel Sales Track in the Ross School of Business  
Current GPA: 3.6

May 2021

## WORK EXPERIENCE

### *Peters for Michigan - U.S. Senate Re-Election Campaign*

#### Digital Content Fellow

May 2020 - August 2020

- Develop engaging content tailored to social media platforms including designing graphics, producing videos and writing social media copy
- Write, capture and produce videos tailored for social media on different accounts
- Examine social media analytics and optimize content for future posts

### *The Michigan Daily*

#### Managing Video Editor

December 2019 - Present

- Manage staff production of videos by assigning projects, training new videographers, and guiding their work from preproduction to publishing
- Produce multiple videos and series at one time, scheduling shooting, editing, and publication

#### Managing Photo Editor

December 2018 - December 2019

- Supervise and manage a staff of 25 photographers and editors
- Select, edit, and approve all photos for daily print and online edition of Michigan Daily
- Organize and edit photos using Photo Mechanic and Adobe Photoshop
- Utilize Adobe InDesign to place in-print photos and write captions according to AP Style

### *Detroit Tigers, Major League Baseball*

#### Team Photographer

April 2019 - October 2019

- Photograph promotional/marketing photos prior to game-time to be used in digital and print format; includes promotional giveaways, special events, and pre-game ceremonies
- Capture in-game action photos to be used on Detroit Tigers social media

### *Tamarack Camps*

#### Marketing Intern

May 2018 - September 2019

- Develop, post, and monitor social media content, print materials, and mass emails for non-profit organization
- Provide photography and video footage for material for marketing communications

### *AC Productions*

#### Founder & Director

April 2014 - Present

- Manage a company specializing in event videography and commercial, portrait, and event photography
- Create and edit photography montages and videos for events using Final Cut Pro X

## OTHER EXPERIENCE

### *MUSKET Theatre Organization*

#### Marketing Director

September 2018 - Present

- Work with executive producers to lead marketing team in promoting productions and developing organization branding
- Supervise and curate content for all social media platforms used by the organization
- Lead committee to create new campaigns for organization's social media platforms

### *Additional*

- Ken Fink Photojournalism Award, The Michigan Daily, 2020
- College Coronavirus Coverage Award, Society of Professional Journalists, 2020
- 1st Place, Best Sports Photo, Michigan Press Association, 2019
- Proficient in Adobe InDesign, Photoshop, Lightroom, Premiere Pro, Final Cut Pro X, Photo Mechanic, Google Analytics, Microsoft Suite, Google Drive Applications