

ALEC COHEN

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3160 Chambord Dr.,
West Bloomfield, MI 48323

EDUCATION

University of Michigan, Ann Arbor, MI **May 2021**
Bachelor of Arts in Communication and Media Studies, Minor in Digital Studies
Completed Cappelletti Sales and Marketing Track Certification in the Ross School of Business
GPA: 3.7, Graduated with Honors

WORK EXPERIENCE

The Michigan Daily

Assistant Sports Audience Engagement Editor **January 2021 - May 2021**

- Created posts for The Michigan Daily's Sports Twitter account @theblockm
- Worked with a team of editors to build social media campaigns to promote sports section stories and current sports trends

Managing Video Editor **December 2019 - December 2020**

- Managed staff production of videos including new videographer training, project assignments, and guidance from pre-production to publishing
- Edited videos for social media to concisely communicate essential information
- Increased digital efforts for the paper, driving thousands of views on Facebook, Twitter, and Instagram

Managing Photo Editor **December 2018 - December 2019**

- Supervised a staff of 25 photographers and editors
- Photographed news, sports, concerts, and other campus life events
- Selected, edited, and approved all photos for daily print and online editions
- Utilized Adobe InDesign to place in-print photos and write captions according to AP Style

Peters for Michigan - Senate Re-Election Campaign

Digital Content Fellow **May 2020 - August 2020**

- Posted daily engaging content tailored to Facebook and Twitter including graphics, videos, and click driving copy
- Story-boarded, captured and produced videos tailored to Facebook and Instagram Ads
- Analyzed social media data and optimized content for future posts

Detroit Tigers, Major League Baseball

Team Photographer **April 2019 - October 2019**

- Responsible for promotional/marketing photos prior to game-time including pre-game player photos, promotional giveaways, special events, and pre-game ceremonies
- Captured in-game action photos to be used across Detroit Tigers social media

AC Productions

Founder & Director **April 2014 - Present**

- Started my own company as a sophomore in high school, specializing in event videography and commercial, portrait, and event photography
- Create and edit photography montages and videos for events using Final Cut Pro X

STUDENT ORGANIZATIONS

MUSKET Theatre Organization

Marketing Director **September 2018 - May 2021**

- Led marketing team in promoting productions and developing organization branding for on-campus organization producing two large-scale productions each school year
- Worked with executive producers to curate and promote show content for all social media platforms

HONORS AND SKILLS

- 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 Office, Google Drive Applications