

# Andrew M. Cohen

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## **Education:**

Ohio University – Bachelors in Journalism with Specialization in Sports Management  
E.W. Scripps School of Journalism – May 2017

## **Experience:**

**Uneeda Enterprizes, Inc. – Spring Valley, NY**

**February 2018 – Present**

**Social Media Coordinator** (part-time)

- Design and implement social media strategy for wholesale abrasive company across Facebook, Instagram, Twitter, and LinkedIn.
- Cut and edit video in Adobe Premiere before publishing. Take photos using DSLR camera, edit in Photoshop.
- Set up photography studio and write engaging copy for product brochures, advertorials, and blog articles.
- Work alongside Marketing Manager to coordinate with sponsors to create sponsored content for social media.

**BAMTECH Media, The Walt Disney Company – New York, NY**

**January 2018 – Present**

**Associate Editorial Producer** (part-time)

- Write, edit, and publish content for PGA TOUR LIVE, a live video-streaming service powered by BAMTECH with 100k paid subscribers and growing. Author accurate and enticing content headlines, captions & descriptions for videos in timely fashion.
- Collaborate directly with PGA TOUR to incorporate their video content into BAMTECH operated experiences inside CMS.
- Select and crop photos to pair with stories. Create, schedule and manage mobile push notifications.

**Southeast Ohio Magazine – Athens, OH**

**January 2017 – April 2017**

**Writer**

- Wrote print magazine cover story on pro-golfer Renee Powell, the second African-American to ever appear on the LPGA tour.
- Fact-checked and copy-edited magazine stories throughout production process and helped maintain editorial calendar.

**The Athens News – Athens, OH**

**August 2016 – April 2017**

**Sports Writer**

- Reporting focused primarily on the Ohio Bobcats football and men's basketball team. Conducted player interviews and wrote weekly columns, feature stories and game stories on quick turnaround deadline after each game for print newspaper and website.

**amNewYork – New York, NY**

**May 2015 – August 2015**

**Sports Intern and Freelance Reporter**

- Pitched and wrote features, breaking news, previews and analytical pieces for daily Manhattan newspaper. Finished part-time internship with roughly 40 bylines. Continue to occasionally freelance sports articles and columns for amNY.
- Primarily covered New York City FC (MLS) and New York Liberty (WNBA). Attended team practices and other media events to conduct interviews with players and coaches. Edited articles and worked on page design using Hermes CMS.

**Rockland Boulders – Pomona, NY**

**May 2015 – August 2015**

**Public Relations Intern**

- Wrote press releases, player bios and game recaps for independent-league baseball team's website.
- Constructed game-notes packet for media distribution and researched statistics utilizing Can-Am league database.
- Managed team social media accounts during games. Cropped photos using Adobe Photoshop.

**Amazin' Avenue – SB Nation/Vox Media**

**Oct. 2014 – February 2015**

**News Desk Writer**

- Wrote editorial and breaking news articles covering the New York Mets and minor league affiliates on tight deadlines. Interviewed Mets outfielder Curtis Granderson on 2015 World Series run and his preparation for upcoming season.
- Authored captions, headlines, and descriptions for articles and social media posts. Cropped photos and published articles within Vox Media's CMS – Chorus.

## **Skills:**

Proficient in AP Style, copy editing, feature writing, scriptwriting, conducting interviews, pitching compelling stories, writing headlines, press releases, Adobe Premiere, Adobe Photoshop, Microsoft Office, content management systems, search engine optimization, Hootsuite, content marketing, working on deadline, and producing Video-On-Demand content.