

AIDAN COHN

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Highly motivated and detail-oriented college Sophomore with a major in Broadcast Digital Journalism, passionate about breaking into the field of sports marketing. Eager to leverage strong communication skills and industry knowledge to work with athletes and brands effectively. Seeking opportunities to contribute to innovative marketing teams and develop expertise in athlete-brand representation.

WORK EXPERIENCE

Athlete Recruiter | Slice

Mar 2024 - Present

- Conduct market research on athletes with notable social media followings to facilitate brand partnerships.
- Engage in direct communication and interview clients to understand their interests and desired collaborations to effectively inform the best strategy.
- Manage comprehensive spreadsheets containing important information including athlete social media handles, ranking, average likes, follower counts, and post frequency.
- Analyze key audience demographics to ensure athletes and brands are paired together strategically.
- Successfully signed two athletes and secured committed contracts for the company.

Marketing Intern | TYR Sport, Inc

Jun 2022 - Aug 2024

- Managed social media content across Instagram, Tik Tok, Facebook, and Twitter—posted 3x weekly to promote sponsored athletes.
- Analyzed and tracked key metrics such as views, likes, comments, reposts, shares to measure audience engagement and inform weekly strategy.
- Collaborated cross-functionally with the PR and Brand Partnerships teams to meet important deadlines.
- Supported special events and promotions (e.g., Olympics, Water-Palooza) through setup, email communication, and contact person duties.

Columnist | Westmore News

Sep 2021 - Apr 2023

- Provided comprehensive weekly coverage for Blind Brook High School's Varsity Football, Lacrosse, and Basketball teams across three seasons.
- Delivered in-depth game recaps, player statistics, and quotes, enhancing the reader's engagement and understanding of each sport.
- Produced 1-2 articles per week for each season, totaling 8-12 articles per sport over a three-month period.

EDUCATION

SYRACUSE UNIVERSITY | S.I. Newhouse School Of Public Communications Aug 2023 - May 2027 (EXPECTED)

- **Major:** Broadcast Digital Journalism
- **GPA:** 3.5/4.0

SKILLS

- Market Research
- Client services
- Effective Time Management
- Social Media
- Google Suite PowerPoint