

ALEXANDER GLASSMAN

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EDUCATION

Skidmore College · Saratoga Springs, NY
B.S. Business Administration · GPA: 3.4

Expected May 2027

EXPERIENCE

Founder & Creative Director · AG Edits · Freelance

Jul 2025 – Present

25K+ followers · 40M+ views · 6M+ likes (TikTok & Instagram)

- Built and self-directed a basketball media brand producing original video edits, graphic design, and concept brand campaigns, growing to 25K+ followers and 40M+ views in under a year with no paid promotion
- Developed culturally driven content at the intersection of NBA, hip-hop, and streetwear, including spec campaigns for Nike, New Balance, and Adidas
- Produced viral content including a 13M-view LeBron tribute edit, optimizing hooks, sound design, and pacing through data-driven iteration on watch time and engagement signals
- Leverage AI image generation combined with graphic design skills to create eye-catching, viral-ready creative content and mockups
- Secured professional collaborations with the Olympiakos B.C. (EuroLeague) media team and athlete George "The Messiah" Papoutsis (170K+ Instagram, 70K+ TikTok)

Growth & Content Strategy Coordinator · YouBallin · Internship

Aug – Dec 2025

- Produced and edited video content averaging 5x the account's baseline engagement across 7 published posts on a 10.2K-follower verified account
- Designed graphics and visual assets for social media storytelling, pitch decks, and one-pagers to support brand and investor outreach
- Led outreach to potential brand partners and collaborators, contributing to early-stage business development efforts

Marketing & Content Fellow · VentureOut · Internship

May – Aug 2025

- Drove +897% increase in LinkedIn post impressions and +300% follower growth in a single week through targeted content campaigns
- Designed graphics and video content in Canva and CapCut; contributed to a full visual rebrand including logo, color palette, iconography, and design templates
- Built and maintained VentureOut's website for brand alignment and event updates; created and deployed custom GPTs to streamline event and marketing workflows
- Managed day-of logistics, attendee coordination, and summit coverage, capturing key sessions and networking moments through photo and video

Youth Basketball Coach & Mentor · Steady Buckets · Nonprofit

2018 – 2024

- Led skill development workouts for 20+ youth aged 6–16 at a Manhattan nonprofit, coaching basketball fundamentals and game concepts since age 15
- Adapt coaching techniques when leading weekly programs for children on the autism spectrum, developing communication and instructional flexibility

SKILLS

Video Editing: CapCut

Graphic Design: Canva, Adobe Photoshop

AI & Creative Tools: Nano Banana, Midjourney, Seedream

Social Platforms: TikTok, Instagram, YouTube, X (Twitter)

Web & CMS: Netlify, Typedream, Webflow, BeeHiiv

Project Management: Notion, Asana

Productivity: Google Workspace, Microsoft Office 365