

ALEXANDER GLASSMAN

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EDUCATION

Skidmore College · Saratoga Springs, NY
B.S. Business Management

Expected May 2027

EXPERIENCE

Sports Media & Digital Operations Intern · Echelon

Jun 2026 – Present

- Design ads, social graphics, and video edits shaping creative strategy for client accounts including NRG Energy, Voit, and Lanzera
- Traveled to Houston to produce an NRG Energy FIFA World Cup watch party activation drawing 200+ attendees, managing on-site content capture and directing a videographer and photographer
- Lead LinkedIn content strategy for Echelon's company page, owning the content calendar and creative direction
- Conduct influencer and social media research for Major League Volleyball and support slide deck design for client-facing presentations

Founder & Creative Director · AG Edits · Freelance

Jul 2025 – Present

30K+ followers • 50M+ views • 7M+ likes (TikTok & Instagram)

- Founded and scaled a basketball media brand producing video edits, graphic design, and concept brand campaigns, growing to 30K+ followers and 50M+ views
- Work recognized by the Miami Heat, reposted by Complex, and featured in a Hip-Hop Wired article; secured freelance collaborations with the Olympiakos B.C. (EuroLeague) media team and Russell Westbrook Enterprises
- Designed a viral Jalen Brunson graphic tee featured at Nike's NY vs. NY brand activation event
- 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
- Developed culturally driven content at the intersection of NBA, hip-hop, streetwear, and culture, including self-initiated concept campaigns for Nike, New Balance, and Adidas

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

Creative Tools: CapCut, Canva, Adobe Photoshop

AI Tools: Nano Banana, Claude, Midjourney, Seedream

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

Web & CMS: Netlify, Typedream, Webflow, BeeHiiv

Project Management: Notion, Asana, Monday

Productivity: Google Workspace, Microsoft Office 365