

FREDERICK SOWAH MENSAH

Sports Media Content Creator

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PROFESSIONAL SUMMARY

Creative and results-driven sports media content creator with a solid background in sales, social media strategy, and athlete-focused content production. Proven experience collaborating with athletes, coaches, and organizations to develop engaging digital content. Adept at driving audience engagement, brand visibility, and storytelling through sports media. Seeking a position in sports team social media management.

EDUCATION

Herkimer County Community College

Associate of Applied Science (AAS) Sports & Recreation Management

Herkimer, NY

May 2025

SKILLS

- **Sports Media Production**
- **Social Media Strategy**
- Video Editing (Adobe Premiere Pro, CapCut)
- **Content Creation & Storytelling**
- **Digital Marketing**
- **Team Collaboration & Communication**
- **Brand Development**
- **Athlete Media Relations**
- **Photography & Visual Arts**
- **Sales & Client Engagement**

WORK EXPERIENCE

Sports Media Assistant / Herkimer College Athletics

2023 – 2025

- Worked with all college sports teams to film, edit, and manage digital content.
- Supported live coverage, post-game edits, and athlete features across platforms.
- Contributed to promotional material for recruitment and athletic department branding.

Social Media & Content Creator / Ole Soccer Academy

Summer 2024

- Captured and produced tournament content including Hershey's Cup highlights.
- Created engaging media for social platforms to boost player visibility and academy branding.

Founder & Creative Director / Amegah Visuals / Ghana

2022 – 2023

- Founded and managed a media startup focused on football content.
- Produced interviews and performance-based content with professional players and coaches.
- Oversaw branding, client management, and video production.

Lead Sales & Social Media Consultant / Hub Computers / Ghana

2019 – 2022

- Led sales team and coordinated social media strategies to drive product outreach.
- Doubled engagement on digital platforms through consistent campaigns and content.

Sales Associate & Social Media Handler / Reignx Computers / Ghana

2017 – 2019

- Managed customer relationships and sales operations.
- Handled company's social media presence, boosting traffic and customer engagement.

PROJECTS & COLLABORATIONS

- **College Athletics Promotion:** Designed media packages for athlete recruitment and team branding at Herkimer College. 2023- 2025
- **Independent Sports Projects:** Collaborated with athletes and trainers to create content for branding and performance highlights. 2021 – 2025