

Alex Cousins is a genre-defying cellist, composer, and creative force whose work spans the full emotional spectrum—blending raw honesty with technical mastery. Based in Buffalo, New York, Alex performs across multiple musical dimensions: as a solo artist, as the founder of the genre-bending project Strings Unbound, and as the electric cellist of the rock band Sunday Reign. Whether on acoustic or electric cello, his performances are driven by a single mission: to make audiences feel something, to convey artistic truth, and to ultimately bring people back to their own innate power.

A graduate of the Peabody Conservatory of Music/Johns Hopkins University (M.M., 2020), Alex has performed on both intimate stages and arena platforms, including South by Southwest Festival (2023), Kleinhans Music Hall, and KeyBank Center, where he shared the stage with The Eagles in 2022. His band Sunday Reign recorded original music in 2023 with Robby Takac of the Goo Goo Dolls, and Alex was nominated for Best Other Instrumentalist at the 2024 All Western New York Music Awards.

With Strings Unbound, Alex is reinventing what the electric cello can be—a central voice in pop, rock, and cinematic soundscapes. From soaring melodies to thunderous grooves, his playing blends classical precision with unfiltered emotional power.

Alex's work invites listeners to remember what it means to feel deeply, to be human, and to hear the cello as a soul speaking directly to yours.