Taylor Rocha

c/o Napoli Management Group
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CAREER SUMMARY

Taylor Rocha is a high-energy sports reporter at KSNW-TV in Wichita. Her ability to find interesting stories, and tell them in a relatable way connects her with viewers and subjects alike.

EDUCATION

Arizona State University
Walter Cronkite School of Journalism and Mass Communication
Bachelor of Arts in Sports Journalism
Certificate in Sales and Marketing Essentials

PROFESSIONAL EXPERIENCE

Digital Sports/MMJ   **September 2019 - Present**
KSNW, Wichita, KS
Develops story ideas, writes, shoots and edits local stories for television, social and web platforms. Films, writes and edits local feature stories. Anchors and produces nightly news sportscasts. Co-hosts weekly 30-minute Facebook Live show with up-to-the-minute knowledge on all major local sports. Skillfully calls highlights and conducts interviews. Averages over 500,000 monthly impressions on social media platforms. Reports breaking news live on location. Facilitates strong working relationships with the local sports community.

Game Operations Intern   **January 2018 – September 2018**
Arizona Diamondbacks
Collaborated in planning, implementing and executing promotional initiatives and live in-game entertainment. Assisted in writing game-day and PA scripts. Established and strengthened relationships with corporate sponsors. Scheduled and oversaw a staff of entertainment and promotional team members.

Social Media Reporter   **February 2019 – March 2019**
Sports Illustrated
Researched and created a hosted digital and social video content across Cactus League spring training for a national audience. Used creative production techniques to enhance visual presentation.

Digital Host   **February 2017 – August 2017**
Fanrag Sports Network
Produced creative video content on social and web platforms for a national audience. Produced and hosted in-studio segments. Delivered live social coverage from on-site locations in Arizona.

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