

Taylor Rocha

c/o Napoli Management Group
700 N. San Vicente Blvd. Suite G820
West Hollywood, CA 90069

CAREER SUMMARY

Taylor Rocha is a high-energy Weekend Sports Anchor/Reporter. Her ability to find interesting stories and tell them in a relatable way connects her with viewers and subjects alike.

PROFESSIONAL EXPERIENCE

Sports Reporter/Anchor

September 2021 – October 2023

WJAR, Providence, Rhode Island

Anchors weekend sports, covering major college basketball and hockey, along with minor league hockey. Hosts a weekly segment promoting feel-good stories from high school and college sports.

Digital Sports/MMJ

September 2019 – September 2021

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.

EDUCATION

Arizona State University

Walter Cronkite School of Journalism and Mass Communication

Bachelor of Arts in Sports Journalism
Certificate in Sales and Marketing Essentials