

KIERA BAKER

Houston, TX | 832-647-8313 <https://www.kierasbaker.com> | kierashaney@gmail.com

LinkedIn: <http://www.linkedin.com/in/kierabaker>

Instagram: <https://www.instagram.com/kierasportstalk?igsh=czl2MHA4YnY1YXcx>

PROFESSIONAL SUMMARY

Dynamic and engaging sports journalist with hands-on experience in sideline reporting, live broadcasting, and athlete interviews across high school, AAU, and professional environments. Proven ability to deliver real-time game coverage, create high-performing digital content, and increase audience engagement on social media platforms. Passionate about storytelling, on-camera reporting, and building a career in sports media and broadcasting.

EDUCATION

The Pennsylvania State University, University Park, PA
Bachelor of Arts in Broadcast Journalism – Sports Journalism Focus
Graduation: May 2025
John Curley Center for Sports Certificate

SPORTS MEDIA EXPERIENCE

Sideline Reporter

Texas Takeover AAU Basketball Team | February 2026 – Present

Fort Bend ISD Athletics | November 2025 – February 2026

PrimeTime Sports / Tournament Coverage | September 2025 – January 2026

- Conduct pre-game, halftime, and post-game interviews with players and coaches
- Produce highlight videos and athlete features
- Create engaging game-day content that **increased Instagram views and audience interaction**
- Edit social media content that **boosted program visibility and follower growth**
- Cover summer AAU tournaments, high school basketball and showcase events with live reporting and analysis
- Deliver accurate game updates for digital platforms

Boxing Interviewer/Host

BGP Studios | June 2025 – Present

- Conduct interviews for *Pathway to Glory* boxing platform
- Host “The Talk at Main Street” and lead athlete-centered conversations
- Research fighters’ backgrounds and develop compelling interview questions

Training Camp Intern

Houston Texans | Summer 2025

- Supported fan engagement and sponsorship activations
- Assisted with event coordination, giveaways, and promotions
- Contributed to execution of training camp operations

Sports Media Associate

Collective Minds | July 2024 – Present

- Conduct interviews with athletes for digital platforms
- Edit and produce video content for TikTok, Instagram, and YouTube

Sports Reporter/Anchor

Centre County Report/C-Net Broadcasting | August 2024 – May 2025

- Anchored sports segments broadcast to **500,000+ households**
 - Wrote, shot, and edited packages under tight deadlines
 - Delivered on-camera reports covering local, national, and international sports
 - Delivered live play-by-play and color commentary for high school athletics
 - Assisted with camera operation and live production
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SKILLS

Sideline Reporting | On-Camera Interviews & Hosting | Sports Storytelling & Analysis | Play-by-Play Commentary | Video Editing (Adobe Premiere Pro) | Social Media Content Creation & Growth | Adobe Creative Cloud | Microsoft Office | Researching & Journalistic Writing | Broadcast Production