

KIERA S. BAKER

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EDUCATION

University of Southern California, Los Angeles, CA
Master of Arts in Specialized Journalism – Sports Journalism Focus

June 2026 - May 2027

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

August 2021 - May 2025

SPORTS MEDIA EXPERIENCE

Sideline Reporter

AMATEUR ATHLETIC ASSOCIATION/PRIME TIME SPORTS

June 2025 – May 2026

- Covered AAU tournaments and showcased events through live reporting, analysis, and digital storytelling.
- Conducted pre-game, halftime, post-game, and feature interviews with players and coaches.
- Delivered real-time sideline updates on player performance, injuries, and game momentum.
- Produced highlight videos, athlete features, and recruiting-focused content across digital platforms.
- Created engaging game-day content that increased audience engagement, Instagram views, and social media growth.
- Contributed to expanding team and event visibility through consistent multimedia coverage and storytelling.

Sideline Reporter

FORT BEND ISD ATHLETICS

November 2025 – May 2026

- Report live from the sidelines covering high school basketball games during the 2025-2026 season
- Interview coaches and student-athletes to highlight key performances and team stories
- Deliver accurate and timely updates during live broadcasts and digital platforms
- Produce social media content that boosted program visibility and follower growth

Training Camp Intern / Battle Red Teammate

HOUSTON TEXANS

April 2025 – April 2026

- Supported fan engagement initiatives during Training Camp, NFL game days, and major team events.
- Assisted with event operations, sponsorship activations, promotions, giveaways, and in-game entertainment.
- Helped execute premium fan experiences through game-day logistics, event setup, and breakdown.
- Collaborated with staff to deliver engaging experiences that enhanced the overall fan environment.

Boxing Interviewer / Host

BGP STUDIOS

June 2025 – March 2026

- 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
- Collaborate with production teams to ensure broadcast quality and timing

Sports Media Associate / Social Media Manager

COLLECTIVE MINDS – ARE THEY HOOPING

June 2024 – March 2026

- Conduct interviews with athletes and influencers for digital platforms
- Edit video content for TikTok, Instagram, and YouTube
- Collaborate with media team to enhance engagement and platform growth

Production Assistant

FOX SPORTS

November 2024

- Assisted with live sports production and pre-show preparation
- Supported camera operations and production logistics
- Gained exposure to national broadcast standards and workflows

Women's Basketball Insider / Play-by-Play Analyst

PENN STATE ATHLETICS

October 2023 – March 2024

- Delivered live game analysis and real-time updates during women's basketball broadcasts.
- Provided courtside reports and postgame coverage
- Created digital content including game updates on Twitter.

SKILLS

- Sideline Reporting & Live Broadcasting | On-Camera Interviews & Hosting | Sports Storytelling & Analysis | Adobe Creative Cloud | Microsoft Office | Video Editing (Adobe Premiere Pro) | Social Media Content Creation & Growth | Broadcast Production & Media Coordination | Scriptwriting & Research | Teamwork