

TERRIKA FOSTER-BRASBY

MULTIMEDIA JOURNALIST & ON- AIR TALENT/REPORTER

I am a seasoned multimedia sports journalist, broadcaster and reporter with a background in graphic design, social media strategy, and audio production.



CONTACT INFORMATION



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EDUCATION BACKGROUND

Full Sail University

MA IN NEW MEDIA JOURNALISM | 2015

- Salutatorian, 3.9 GPA

Saint Augustine's University

BA IN POLITICAL SCIENCE | 2010

BY LINES

- THE NEW YORK TIMES
- FANSIDED
- ESPNW
- ANDCAPE
- WSLAM MAGAZINE

SPECIALIZATIONS

- Digital Graphic Design (Adobe Photoshop & Illustrator; Canva)
- Audio Editing (Adobe Audition, Wave Lab)
- Video Editing (Final Cut Pro, Adobe Premier)
- Social Media Marketing, Strategy & Branding

WORK EXPERIENCE

Sideline Reporter

CONNECTICUT SUN (WNBA)
MAY 2022 - PRESENT

- Live in-game updates and injury reports
- Interviews with players, coaches, and special guests for the broadcast

On-Air Talent/Analyst/ PxB Announcer

ESPN
FEB 2022 - PRESENT

- MLB, WNBA & NCAA WBB analyst for digital network programs
- Co-Host of Around the Rim (ESPN's WNBA Show)
- Appearances on top network programming, including NBA Today and This Just In
- Panelists on social sports debate show "Here For It"
- Served as PxB announcer & color commentator (NCAA Division II - CIAA Conference)

Sports Journalist

FREELANCE
SEPT 2013 - PRESENT

- Written content for several media outlets including the New York Times, espnW, WSlam Magazine, etc.
- Interviews with players and coaches
- Investigative reporting with other seasoned journalists
- Research, travel, and securing multiple sources for reporting accuracy

Podcast Producer | Sr. Social Media Specialist

ESPN RADIO | ESPN SOCIAL MEDIA
DEC 2014 TO JAN 2022

- Manage the ESPN Radio & Podcenter social media and website
- Produce, edit and publish original ESPN podcast content
- Coordinate live/remote podcast productions
- Led WNBA social strategy and social coverage across brand platforms
- Led the audio social strategy (Twitter Spaces/ Clubhouse)
- Worked with ESPN talent to strategize optimizing their social reach

Host

SPORTZFAM MEDIA GROUP
MAR 2013 TO OCT 2016

- Sports talk radio host
- Operated computer based switchboard for callers and production
- Created content and segments; topic and show rundown
- Delivered live reads and advertisements
- Conducted live interviews