

TERRIKA FOSTER-BRASBY

ON-AIR TALENT/REPORTER

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

CONTACT INFORMATION

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EDUCATION & CERTIFICATIONS

Cornell University

WOMEN'S ENTREPRENEURSHIP
(CERTIFICATION) | 2020

Full Sail University

MA IN NEW MEDIA JOURNALISM | 2015

- Salutatorian, 3.9 GPA

Saint Augustine's University

BA IN POLITICAL SCIENCE | 2010

BYLINES

- 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



INDUSTRY EXPERIENCE

Broadcast/ Sideline Reporter

CONNECTICUT SUN (WNBA)

MAY 2022 - PRESENT

ESPN

MAY 2022 - PRESENT

- Live in-game updates and reports
- Interviews with players, coaches, and special guests

On-Air Talent/Analyst/ Host

CBS SPORTS (CBS HQ)

JUNE 2023 - PRESENT

NBC UNIVERSAL (BROTHER FROM ANOTHER)

APRIL 2023 - PRESENT

ESPN

FEB 2022 - PRESENT

- MLB, WNBA, NFL & WCBB analyst for top digital streaming & linear programming
- Appearances include Amazon Prime, SNY-NY Post, SportsCenter, NBA Today, CBS Sports HQ, This Just In, WNBA Hoop Streams, BBTN Live, etc.
- Creator and Co-Host of ESPN's No. 1 Women's Basketball Show Around the Rim

PXP Announcer/ Color Analyst

CONNECTICUT SUN (WNBA)

MAY 2023 - PRESENT

CENTRAL INTERCOLLEGIATE ATHLETIC ASSOCIATION (CIAA)

FEB 2022 - PRESENT

- In-game broadcast analyst for WNBA & Women's College Basketball
- PXP Announcer the CIAA Championship on ESPN Networks

Journalist

FREELANCE

SEPT 2013 - PRESENT

- Editorial content for several media outlets including the New York Times, espnW, WSlam Magazine, etc.
- Investigative reporting with other seasoned journalists

Podcast Producer | Sr. Social Media Specialist

ESPN RADIO | ESPN SOCIAL MEDIA

DEC 2014 - 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