

MATT LIVELY

Waco, Texas | 772-631-8881 | mattblively@gmail.com | @mattblively

MULTIMEDIA JOURNALIST, ANCHOR, DIGITAL CONTENT CREATOR

I am a passionate and hardworking multimedia journalist who strives to create sports content and share stories through a multitude of outlets and in innovative ways, that help bring people together. I have three years of experience in two different markets covering pro, collegiate and high school sports.

SKILLS

Social Media | Video Editing | Digital Writing | Content Creation | On-Air Experience | Podcasting | Play-by-Play |

PROFESSIONAL EXPERIENCE

Sports/News MSJ, KCEN | Waco, Texas 01/2021 – Present

- Report, shoot and edit on daily sports and news stories for 6 pm and 10 pm newscasts
- MMJ LIVE throughout the week from breaking sports and news stories
- Produce and anchor sportscasts and Friday Night Live from the field and in-studio
- Developed an original digital series called “Be Lively” to organically grow station’s social media accounts
- Cover local teams on the road, including Big 12 Championship, Sugar Bowl, Final Four, and D3 National Championship
- Attracted thousands of new Instagram followers for station branded Instagram through unique digital video content
- Average 600K monthly impressions on personal social media accounts

Freelance Content Creator, Various Outlets | 01/2016 – Present

- Hosts daily digital videos and TikTok shorts for popular online gambling company, Sports Gambling Guides
- Assisted in growing Sports Gambling Guides Instagram to 98K followers and Twitter to 32K followers
- Broke stories for The Athletic during the 2017 Arizona Fall League
- Operated utilities, talent stats, and red hat for over 35 Pac 12 Network events
- Hosted and produced original Phoenix Suns, Arizona Diamondbacks digital content for FOX Sports (Bally’s Sports) Arizona

Sports Anchor/MMJ, KERO | Bakersfield, California 06/2019 – 06/2020

- Produced and anchored four sportscasts on weekends covering high school, college sports
- Developed original OTT YouTube show and weekly golfing segment for station’s app
- Reported, shot, produced, and edited daily sports stories and features

EDUCATION

B.A. SPORTS JOURNALISM

Arizona State University – Walter Cronkite School of Journalism and Mass Communication
Phoenix, Arizona

2019