



Matt Lively

Sports Anchor, Reporter, Digital Content Creator



Summary

- Five years of experience in reporting, broadcasting, writing, and producing stories. Have covered a wide range of topics from Super Bowl Week, NCAA Final Four, professional sports teams, college athletics, minor league hockey, high school athletics, breaking sports news, California and Arizona news.



Experience

2021 - present

- **6News - KCEN**
Sports and News Reporter and Anchor
 - Report daily on local high school sports, Baylor athletics, and community events
 - Develop OTT content through digital platforms such as TikTok and Instagram
 - Serve as fill-in sports anchor for 6pm and 10pm sportscasts

2019 - 2020

- **23ABC - KERO**
Weekend Sports Anchor and Reporter
 - Report on local sporting events with live shots, feature stories, and day turns
 - Anchor and produce all weekend sportscasts
 - Averaged more than 500,000 monthly impressions on social media platforms
 - Contribute to digital team and assist with breaking news

2019 - 2019

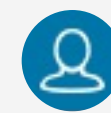
- **FOX Sports Arizona**
Digital Content Intern
 - Produce video content and features for Fox Sports Arizona digital
 - Conduct on-air interviews with Arizona athletes and executives
 - Cover Suns, Coyotes, and Dbacks games on Fox Sports Arizona social channels

2016 - present

- **Various Outlets**
Freelance Reporter
 - Covered Arizona Fall League baseball for *The Athletic*
 - Extensively written about sports gambling and the emerging popularity of gambling in pro leagues
 - Operated utilities, talent stats, official stats, and red hat for over 35 *PAC-12 Networks* games
 - Conducted exclusive interview with NFL franchise CEO during 2017 Super Bowl week for *Pro Player Insiders*

2015 - 2018

- **Blaze Radio and Walter Cronkite Sports Network**
Broadcaster, Writer, and Radio Host
 - Broadcasted over 15 games for ASU hockey, baseball, football, basketball.
 - Covered ASU baseball and softball as a beat writer and digital reporter for 2 seasons
 - Created, produced, and hosted two weekly radio shows for 2 years



Personal Info

Location

Texas

Phone

772-631-8881

E-mail

mattblively@gmail.com

WWW

tmgreels.com/matt-lively

Twitter

twitter.com/mattblively

LinkedIn

linkedin.com/in/mattblively



Education

2015-08 - 2019-05

Arizona State University

- Studied at the Walter Cronkite School of Journalism and Mass Communication
- Graduated with a B.A. in Sports Journalism
- Dean's List every semester of school



Awards

2019: Nominated College Talent and College Sports Rocky Mountain Emmy

2019: Third in Hearst *Television News Features*

2019: SPJ Mark of Excellence Finalist: *TV Sports Feature*

2019: Broadcast Education Association: *TV News feature - Award of Excellence*



Skills

Adobe Premiere CC, Final Cut Pro, Avid, Edius

ENPS, iNews, WordPress, TSE Gametime Pro, CMS, Brightspot

Adobe Audition, Audacity, Mixlr, SML Player

Twitter, Facebook, Tik Tok, Instagram, Periscope, Snapchat