

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)
- Video Editing (Final Cut Pro)
- Social Media Marketing, Strategy & Branding

INDUSTRY EXPERIENCE

Broadcaster/ Sideline Reporter

CONNECTICUT SUN (WNBA)
MAY 2022 - PRESENT

ESPN
MAY 2022 - APRIL 2024

- Live in-game updates and reports
- Interviews with players, coaches, and special guests
- Securing sources, in-depth storytelling

On-Air Talent/Analyst/ Host

CBS SPORTS
JUNE 2023 - PRESENT

NBC SPORTS
APRIL 2023 - PRESENT

ESPN
FEB 2022 - APRIL 2024

- Performance breakdowns of top athletes
- in-game analysis & player analysis

PXP Announcer/ Color Analyst

CONNECTICUT SUN (WNBA)
MAY 2023 - PRESENT

NATIONAL BASKETBALL ASSOCIATION
DEC. 2023

CENTRAL INTERCOLLEGIATE ATHLETIC ASSOCIATION (CIAA)
FEB 2022 - FEB 2024

- In-game broadcast analysis; provide play by play of on-court happenings
- Called CIAA Championship Game in 2023

Digital Media Journalist

ATHLETES UNLIMITED
FEB. 2022 - PRESENT

FREELANCE
SEPT 2013 - PRESENT

Podcast Producer | Sr. Social Media Specialist

ESPN RADIO| ESPN SOCIAL MEDIA
DEC 2014 - APRIL 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