

# Casey Buscher

SPORTS REPORTER, STORYTELLER AND CONTENT CREATOR

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## EXPERIENCE

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### SIDELINE REPORTER

ESPN+ | 2020 - Present

Serve as the sideline reporter for collegiate football and basketball games on ESPN+ • Previously served as a sideline reporter analyst for Big West football games in 2022 and ACC basketball and volleyball games from 2018 to 2019 • Research and pitch storylines for segments and live hits throughout broadcasts and foster relationships with athletes and coaches at various colleges across the state of Texas • Conduct pre, post and in-game interviews with coaches and players

### DIRECTOR OF DIGITAL & SOCIAL MEDIA, TEAM REPORTER

Dallas Wings, WNBA | 2022 - 2024

Conducted sit down interviews with players and coaches that aired on Bally Sports Southwest and the Wings social accounts • Served as the team reporter and in-house broadcaster for the team • Grew Instagram account by 43,000 followers and grew the TikTok account by over 25,000 followers in just one season • Helped lead the Wings social platforms from last in the league in 2022 to the fifth best in engagement in the WNBA • Created the day-to-day social content calendar for the organization • Led all content meetings and projects within the digital team • Oversaw and operated all email marketing and website development • Managed all social media and marketing analytics for the organization month to month • Managed all influencer relations for the organization, fostering relationships with local influencers and professional athletes in DFW • Collaborated with major networks, influencers and accounts to help grow the Wings brand • Booked a few halftime performances with big artists in the DFW area

### SPORTS DIRECTOR

KSBY News | 2020 - 2022

Anchored the 6, 10, and 11 p.m. sportscasts • Found story ideas, and oversaw the operation of the sports department • Fostered relationships with coaches and athletes from the professional to high school level • Anchored and produced the number one 30-minute football show on the Central Coast • Operated KSBY Sports social media channels and live tweeted games and created content on players and teams for social media

### SPORTS DIRECTOR

FOX West Texas | 2019 - 2020

Served as the sole sports anchor and reporter for FOX West Texas • Anchored FOX Football Live, a 30-minute show throughout the high school football season • Fostered relationships with coaches and athletes in the area to find and create powerful stories to connect with the community • Served as a one-person sports department

### SPORTS MULTIMEDIA JOURNALIST

WPRI 12 | 2019

Served as a digital sports reporter for WPRI covering the New England Patriots • Created, shot, and edited packages • Interviewed players and coaches for newscasts • Reported from Patriots Training Camp and preseason games appearing on camera for the WPRI website and digital platforms

### SIDELINE REPORTER & ANALYST

ESPN+ & ACC Network | 2018 - 2020

Served as the sideline reporter for Syracuse basketball games on ESPN+ • W as a sideline reporter analyst for Big West football games in 2022 and ACC basketball and volleyball games from 2018 to 2019 • Research and pitch storylines for segments and live hits throughout broadcasts and foster relationships with athletes and coaches

### SOCIAL MEDIA SPECIALIST & CONTENT CREATOR

Syracuse Athletics | 2018 - 2019

Created, shot, edited, and produced packages for Syracuse Athletics social media platforms • Served as a feature reporter interviewing student-athletes and coaches for CuseTV • Hosted the Instagram and Snapchat stories for Syracuse basketball and football games with 60k followers



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[Casey's Resume Reel](#)

## EDUCATION

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### SYRACUSE UNIVERSITY

S.I. Newhouse School of Public Communications Master of Science Broadcast & Digital Journalism Emphasis in Sports Communication | 2019

### TEXAS TECH UNIVERSITY

College of Media & Communication Bachelor of Arts - Electronic Media & Communication, Minor in Public Relations Emphasis in Sports Media | 2018

## SKILLS

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- Adobe Creative Cloud Suite
- Associated Press Writing Style
- ENPS News Production
- Photography and Videography
- Content Creation: Twitter, Instagram, TikTok, YouTube
- Ability to conduct sit-down interviews, feature interviews and ability to adapt in fast-paced environments