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EDUCATION

Youngstown State University
May 2013

Bachelor of Arts
Journalism

SKILLS

Reporting
Storytelling
Producing
Field Production
Social Media Analytics
Organic/Paid Social Advertising
Branding
Player & Media Relations
Writing/Editing
Promotion
DSLR Photography
Public Speaking
Microsoft Office Suite
Adobe InDesign
Adobe Premiere
ENPS, iNEWS

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KACY STANDOHAR

SPORTS BROADCASTER

SPORTS MEDIA EXPERIENCE

CN100 SPORTS, CHICAGO'S COMCAST NETWORK (September 2019 – Present)

Sideline Reporter

Cover high school football, basketball and regional sporting events for Sports Weekly highlight show. Write out all plays for camera op and editing staff. Conduct pre and post-game interviews with players and coaches. Live tweet during games. Cover Cubs Charities and pro sports special events.

CHICAGO BANDITS (April 2019 – Present)

Team Reporter & Digital Host

Conduct live interviews for social media and Flo Softball broadcasts during Bandits home games. Deliver insightful in-game reports along with pre and post-game reports. Write, edit and voice sports stories, feature pieces and packages for digital platform use.

NATIONAL PRO FASTPITCH (March 2019 – Present)

On-Field Reporter

Live for all NPF TV Broadcasts during the NPF Championship Series on NPF TV and FloSoftball. Part of broadcast team with Play-by-Play Broadcaster Eric Collins and Color Analyst Barb Jordan. Conducted pre-game show, in-game and post-game live hits and interviews with coaches and players in the dugout. Worked with producer and director on story ideas/ development, game analysis and insider information to bring viewers closer to the action. Clip NPF videos for website and social media platforms. Post engaging highlights and captions for the entire league and all 6 teams.

CHICAGO CUBS (April 2019 – September 2019)

MLB Premier Services Ambassador

Assist fans and special guests in premier club suites during home games. Work with in-game ticketing staff and security to ensure fans have a pleasant and safe experience inside the ballpark. Knowledgeable about Wrigley Field and Chicago Cubs history.

COLUMBUS BLUE JACKETS (August 2017 – November 2018)

NHL Promotions Team Member

Engaged with fans and players to create a welcoming and exciting arena experience; Planned and executed promotion strategies. Appeared on camera for promotion and commercial purposes both in the arena for live appearances and at local events. Tweeted and posted on social media to promote the Jackets and the entire Blue Jackets organization.

DIGITAL MEDIA EXPERIENCE

SAATCHI & SAATCHI/ DSPLUS (November 2018 – Present)

Social Media Marketing Manager

Responsible for the day-to-day operational success of all automotive accounts and enhancing the online reputation and social advertising strategies for Toyota and Lexus. Create creative briefs that outline copy, image, and video assets to be developed for each campaign. Place social media organic content across Facebook, Twitter, and Instagram. Create and deliver compelling Twitter content for Chicago Cubs Shortstop Javier Baez's social media campaign and Toyota sponsorship. Optimize campaign buys to ensure budgets are spent as effectively as possible each month. Develop in-depth reports that outline monthly performance, engagement, website traffic insights and key learnings. Seek out opportunities to drive organic growth within all social media accounts.

WFMJ-21 NBC (February 2013 – August 2015)

WSYX/WTTE ABC 6 & FOX 28 TELEVISION STUDIOS

News Producer

Worked in the field and in the studio with reporters, anchors and videographers. Created innovative and compelling broadcasts using ENPS and iNEWS, wrote rundowns, PKG's, VO/SOTS, web stories. Booked guests for interview segments. Maintained media relationships with regional and national markets to ensure desired coverage.