

Yarianna Sartin

Sports Reporter

Dedicated Sports Reporter with a year of experience in producing engaging and accurate sports content across various media platforms. Adept at covering diverse sports events, conducting interviews, and developing compelling stories. Demonstrates strong research and analytical skills, combined with a passion for sports journalism, to deliver insightful and informative reporting.

yarianna.sartin@gmail.com 

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1234 Maple St, Milwaukee, WI 
53202

Education

**Bachelor of Arts
in Journalism with
a focus on Sports
Reporting at University of
Wisconsin-Madison, WI**

Aug 2017 - May 2022

Relevant Coursework: Sports Journalism, Multimedia Reporting, Broadcast Writing, Investigative Reporting, Photojournalism, Digital Media Production, Media Ethics and Law, and Sports Public Relations.

Links

[linkedin.com/in/yariannasartin](https://www.linkedin.com/in/yariannasartin)

Skills

Interviewing



Storytelling



Fact-checking



Live-tweeting



Audio editing (Audacity)



Video editing (Adobe Premiere Pro)



Data analysis (Excel)



Employment History

Sports Reporter at Fox Sports Wisconsin, WI

Feb 2023 - Present

- Secured an exclusive interview with the MVP of the NBA Finals, generating over 2 million views on Fox Sports Wisconsin's website and social media platforms, contributing to a 25% increase in online engagement for the month.
- Broke the news on a major trade involving the Milwaukee Brewers, resulting in a 30% spike in viewership for Fox Sports Wisconsin's nightly sports show and a 15% increase in website traffic over the course of the week.
- Developed and produced a six-part documentary series on the history of Wisconsin sports, which received critical acclaim and high ratings, leading to a renewal for a second season and a regional Emmy award nomination.

Junior Sports Reporter at ESPN Milwaukee, WI

Jul 2022 - Dec 2022

- Secured exclusive interviews with over 15 high-profile athletes and coaches within the first six months, boosting the station's credibility and attracting a 10% increase in listenership.
- Spearheaded the development and launch of a weekly sports podcast that garnered over 30,000 downloads within the first three months and became one of the top sports podcasts in the Milwaukee area.
- Covered major sporting events such as the NBA playoffs, MLB World Series, and NCAA basketball tournament, producing over 100 live reports and feature stories that generated a 20% increase in website traffic and social media engagement.

Certificates

National Association of Sports Writers and Broadcasters (NASWB) Certification

Jun 2022

International Sports Press Association (AIPS) Card

Sep 2020

Memberships