

Krissy Birdsall

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Experience

Orlando Magic – Radio Graduate Associate | Orlando, FL

August 2025 - Present

- Produce and coordinate all Orlando Magic radio broadcasts during the 2025-26 season.
- Produce and edit commercial spots, liners and “Magic Insiders” daily podcast for the Magic Audio Network.
- Co-host “Magic GameDay” livestream segment on Orlando Magic’s Youtube channel.
- Manage @MagicAudioNet Instagram and Twitter/X, the official social media accounts of the Magic Audio Network.

Good Karma Brands – ESPN Madison Producer | Madison, WI

September 2024 - August 2025

- Ran radio and video productions in-studio for local shows and live sports broadcasts.
- Edited audio and video segments for digital and social media use.
- Created digital and social sports content for Instagram, Twitter/X, TikTok, Facebook and Youtube.

Big Ten Plus – Wisconsin Athletics Live Video Production Assistant | Madison, WI

February 2023 - May 2025

- Announced 25 UW-Madison sports events as a play-by-play commentator, color analyst and sideline reporter.
- Facilitated and conducted coach and player interviews.
- Operated camera and score box for live UW-Madison sporting events.

WSUM 91.7 FM Madison – On-Air Personality | Madison, WI

September 2021 - May 2025

- Produced and hosted entertaining, informative and original sports content on live broadcasts.
- Operated sound board during live broadcasts.
- Edited and published sports talk shows and podcasts for digital audio platforms.

WSUM 91.7 FM Madison – Sports Broadcaster & Sports Writer | Madison, WI

September 2021 - May 2025

- Announced over 50 football, basketball, soccer, volleyball, softball and hockey games on WSUM Student Radio.
- Operated Comrex and soundboard during Wisconsin sports events.
- Managed WSUM Sports’ Twitter/X account and provided live updates during sports broadcasts.
- Published articles at the WSUM Sports Desk about current sporting news.

Wisconsin Herd – Play-by-Play Announcer | Oshkosh, WI

March 2025

- Announced Wisconsin Herd vs. Cleveland Charge Women’s Empowerment Game.

SNY – Content News Desk Intern | New York, NY

May 2024 - August 2024

- Logged footage and sought out newsworthy moments for digital, social and linear distribution.
- Coordinated with content desk and field producers during New York sports events.
- Assisted in the curation and execution of linear, digital and long-form sports content.

Bardo’s Breakdown – Men’s Basketball Digital Beat Reporter | Madison, WI

November 2023 - August 2024

- Produced, filmed, edited and uploaded reports on Bardo’s Breakdown Facebook page.
- Wrote team updates and breaking news on the Wisconsin men’s basketball team.
- Provided in-depth previews, recaps, features and interviews throughout the season.

Good Karma Brands – ESPN Madison Undergraduate Intern | Madison, WI

June 2023 - August 2023

- Assisted marketing execution, partner acquisition and content creation strategies and practices.
- Assisted in planning, set-up, execution and breakdown of ESPN Madison events.

Education

University of Wisconsin-Madison | Madison, WI

May 2025

- Bachelor of Arts in Journalism: Reporting & Multimedia Journalism and Spanish
- Certificates: Sports Communication and Digital Studies
- Graduated with Distinction (3.85 GPA)

Skills

- Skills: Adobe Audition, Adobe Premiere, Adobe Rush, AP Style, Canva, DaVinci Resolve, Digital Photography, Microsoft Office, Social Media, Wordpress
- Languages: English (Native) and Spanish (Intermediate)

Awards and Honors

- Wisconsin Broadcasters Association Student Award for Excellence: 2025 Best College Radio Sports Show (third place)
- Milwaukee Press Club Excellence in Journalism Award: 2023 Collegiate Contest - Best Sports Story (third place)