Krissy Birdsall

Orlando, FL | krissybirdsall@gmail.com | krissybirdsall.com

Experience

Orlando Magic – Radio Producer & Livestream Host | Orlando, FL *October 2026-Present*

- Producer for select Orlando Magic radio broadcasts on 96.9 the Game.
- Co-host for select *Magic Gameday* livesteams on Orlando Magic's Youtube channel.

Stetson University – ESPN+ Broadcaster | DeLand, FL *August 2026 - Present*

- Play-by-play announcer and color analyst for select soccer and basketball broadcasts on ESPN+.

RIP-IT Sports – Social Media Manager | Orlando, FL *May 2026 - Present*

- Lead social strategy and content execution for RIP-IT and Tachikara across social and digital platforms.
- Produce, shoot, edit and publish digital content focused on women's softball and volleyball athletes.
- Manage ambassador program and creator relationships through athlete-focused storytelling and community engagement initiatives.

Orlando Pirates – Radio Sideline Reporter | Orlando, FL *May 2026 - Present*

- Sideline reporter for select Orlando Pirates Indoor Football League broadcasts on 96.9 The Game.
- Deliver in-game reports and coach/player interviews during live broadcasts.
- Produce select broadcasts and *Walk the Plank* weekly radio show on 96.9 The Game.

Orlando Magic – Radio Production Graduate Associate | Orlando, FL *August 2025 - May 2026*

- Produced and coordinated all Orlando Magic radio broadcasts during the 2025-26 season.
- Produced and edited commercial spots, liners and *Magic Insiders* daily podcast for the Magic Audio Network.
- Co-hosted *Magic GameDay* livestream on Orlando Magic's Youtube channel.
- Sideline reporter for select Osceola Magic G League games.
- Managed @MagicAudioNet Instagram and 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.
- Delivered timely, accurate and informative SportsCenter Updates at the top of each hour.
- Produced, edited and distributed digital and social sports content for Instagram, 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 bug for live UW-Madison sporting events.

WSUM 91.7 FM – Sports Broadcaster & On-Air Personality | Madison, WI *September 2021 - May 2025*

- Announced over 50 football, basketball, soccer, volleyball, softball and hockey games on WSUM Student Radio.
- Produced and hosted live sports talk shows and edited podcasts for digital audio platforms.
- Operated Comrex and sound board during sports talk shows and live broadcasts.
- Managed WSUM Sports' X and Instagram accounts.
- Published articles at the WSUM Sports Desk about current sporting news.

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.

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