**SHREYAS LADDHA**

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**SKILLS**

 Storytelling, Reporting, Hosting, Graphic Building, Sports Analysis, Writing, Scouting, Podcasting

**PROFESSIONAL EXPERIENCE**

**Hartford Courant*, UConn men’s basketball reporter* Nov 2021- Current**

* Covering the UConn men’s basketball team on a daily basis through a variety of ways including writing, podcasting and more
* Cultivating sources within the organization to break news multiple times and produced exclusive stories due to relationships built
* Writing in-depth about features on players, trends with the team, scouting pieces on recruits and recaps on games
* Engaging with the fanbase through the usage of Twitter Spaces and social media to cultivate a brand of authority on UConn

**CBS News, *Contributor* Apr 2021-Current**

* Pitch and write features on interesting athletes, trailblazers, and other sports figures.

**SLAM Magazine, *Contributor* Apr 2021- Current**

* Pitch and write articles on figures involved in the basketball world including players, coaches, and executives.

**USA Today: York Daily Record, *HS Preps and Sports Life /Outdoor Beat Reporter* Sept 2020-Oct 2021**

* Reported on the intersection between sports and politics, race issues, and life issues while also covering the outdoors
* Created various stories through multiple methods including writing, social media, video and more
* Covered 23 schools during fall sports season including two columns and feature piece/podcast every week

**ESPN Stats and Information**, ***Content Research*** ***Intern*****Jan 2020- Mar 2020**

* Researched original content to use on digital media and TV show support, including graphics for TV, using various statistical databases including Statpass, Basketball/Football References, NBA.com, Excel Databases and more
* Created anchor lead-ins, original pieces and provided live updates to Show Hosts in ESPN studio for anchors including Kevin Negandhi and various others
* Evaluated various games & news stories to determine Bottom Line impact on ESPN viewership. Writing better, more impactful and effective news headlines to deliver 100 % accuracy and better storytelling.
* Wrote game previews and recaps for in studio talent, live game broadcasters, and producers to use within ESPN.

**Celtics24/7.com, *Staff Writer*****Dec 2017- April 2018**

* Published articles about the Boston Celtics performance from a week to week basis comparing their games with other NBA teams.
* Analyzed team performance through a variety of basketball metrics to give overview on how Celtics are performing through the season.
* Contacted various team employees about information for articles, reports, sources, and podcasts

 **MEDIA PROJECTS**

**Daily Assist, *Creator and Writer* May 2020-Sept 2020**

* Wrote about the different storylines and hidden stories that are happening in basketball from previous years to current day
* Examined the game on a deeper level and incorporated my background in stats with my love for storytelling to tell stores differently

**Two View Crew Podcast, *Creator and Co-host*** **Nov 2018- Nov 2020**

* Created weekly episodes talking about various basketball topics for about 15-30 mins per episode going over the basketball
* Connected with and interviewed podcast guests such as: Ernie Johnson (NBA TNT Host), Jackie MacMullan (NBA Reporter), Adam Amin (Broadcaster), Sopan Deb (NYT basketball reporter)and many others

**Basketball Video Coordinator, *Scout*** **Dec 2018- Feb 2019**

* Recorded local basketball games in the Athens area for various teams and broke down the film on game to game basis
* Scouted opponent weaknesses and strengths to help develop a game plan for the team to help achieve victory

**Shre1998.wixsite.com*,******Scouting Website* Mar 2018–Jul 2018**

* Scouting analysis on NBA draft prospects looking at things such as strengths, weaknesses, game film, and player projections
* Generated traffic to site by posting on various social media sites bringing in over 100s of viewers per post
* Edited and cut game film to show the strengths and weaknesses of each prospect and who they project to be

**EDUCATION**

**University of Georgia,** Athens, Ga **Graduated August 2020**

* **Major**: Marketing
* **Minor**: Sports Management **Certificates:** Sports Media Certificate

Work Samples

[Personal Website (with all of my samples/could not upload on here some are PDF)](https://shreyasladdha.wordpress.com/)

[Two View Crew Podcast with various NBA guests](https://podcasts.apple.com/us/podcast/two-view-crew/id1438323032?mt=2)