



# ALEX ROSS

Sports Broadcaster- Columbia, SC

## CONTACT

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## ABOUT ME

Positive and enthusiastic media professional with planning and exceptional interpersonal strengths to maximize effectiveness with consumers and staff. Goal-driven with superior communication and critical thinking abilities.

## REFERENCES

**Mike Morgan**  
ESPN and SEC Network Play-by-Play Broadcaster  
Email: [morganonair@gmail.com](mailto:morganonair@gmail.com)  
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**Greg Brannon**  
Retired Carolina Panthers Executive Television Producer  
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**Brad Muller**  
University of South Carolina Director of Content  
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Owner/President of the Lexington County Blowfish  
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## PLAY-BY-PLAY EXPERIENCE

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### **Lexington County Blowfish [Broadcast Intern]**

May 2024–August 2024  
Provided play-by-play for 40 radio and 32 television broadcasts; Conducted interviews with players, sponsors and staff for usage on social media platforms; Created statistical reports for team and visiting opponents; Helped with Gameday operations around the Park. Ran a pre-game show before the game.

### **Definite Fiction, A.C. Flora High School**

February 2023 - Present  
Play-by-play of regular season and post season football, basketball, baseball, and lacrosse for A.C. Flora High School  
Selected to broadcast 20+ American Legion Baseball games in the summer of 2023

### **University of South Carolina**

September 2022 – Present  
Play-by-Play of select softball games (NCAA-DI) on SEC Network+ and USC Lacrosse on Definite Fiction

### **League Ready**

December 2023  
Selected to broadcast two televised Nike EYBL Scholastic Basketball games on League Ready (YouTube)

## RELEVANT EXPERIENCE

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### **Carolina News and Reporting [Reporter, Producer, Anchor, Director]**

January 2023–April 2023  
Rotated around different positions in the newsroom with 28 other students to create two daily news shows. Nominated for NATAS Southeastern Student Production Award for production of the April 4, 2023 News show

### **WACH Fox 57 [News Intern]**

August 2022–November 2022  
Shadowed Reporters, Anchors and Producers and helped them with their daily roles. Wrote sample Voice Overs and Anchor Reads.

## EDUCATION

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**University of South Carolina; Columbia, SC... August 2020-May 2024**  
*Bachelor of Arts in Journalism and Mass Communications*  
*Minor in Data Analytics*