

SHELBY EVANS

Sports media professional transitioning into Sports Marketing and Public Relations with experience in sports and news storytelling, lifestyle content creation and live event production.

PROFESSIONAL EXPERIENCE

- Digital Reporter, **Cronkite News, Arizona PBS**, Phoenix, AZ May 2026 - Current
- Pitch, report, edit news stories and create short-form vertical content focused on the Phoenix area.
 - Cover professional and collegiate sports for the largest newsroom in Arizona.
 - Provide crucial, timely reporting on the USMNT, Big 12 athletics and larger themes affecting sports.
- Broadcast Production Associate, **Arizona State University**, Phoenix, AZ Jan. 2026 - Current
- Produce, run 3play and run cameras during productions of ASU athletic events, running from NCAA to club sports on YouTube live streams, ESPN+ and Overnigh.
 - Build and breakdown entire broadcast setups.
- Research Aide, **Arizona State University - Great Game Lab**, Phoenix, AZ Oct. 2025 - Current
- Produces informative vertical videos that showcase campus connections to international stories.
 - Develops concise briefs on emerging global topics for use in future publications.
 - Publishes written materials that translate complex research on sports, economics and geopolitics into clear, engaging narratives for academic and public audiences.
- Beat Reporter, **AZPREPS365**, Phoenix, AZ Sep. 2025 - May 2026
- Crafting game recaps, athlete features and more telling the stories of Arizona high school sports.
 - Delivering live updates on social media and creating publish-ready content immediately following games.
- Morning Show Producer, **Morgan Murphy Media: WISC-TV**, Madison WI May 2021 - Dec. 2022
- Produced 2000+ broadcast-ready news pieces with consistent editorial quality under tight daily deadlines.
 - Monitored news developments, efficiently incorporating breaking news into scripts, web copy, and social.
 - Led daily cross-functional meetings, fostering collaboration among directors, producers, and reporters.
- Reporting Intern, **Morgan Murphy Media: WISC-TV**, Madison, WI Jan. 2021 - May 2021
- Researched, wrote and edited news stories, meeting deadlines and delivering on-air and online content.
 - Supported reporters with interviews and background research to ensure accurate and thorough coverage.
 - Maintained website and social media presence, generating 5+ stories and 15 social media posts daily.
- Student Video Assistant, **UW-Madison Athletics**, Madison, WI Nov. 2019 - March 2021
- Operated equipment such as camera, video replay, graphics, and Daktronics software during live sporting events for the Athletic Department video board during Badger games with crowds of up to 17,000 people.
 - Mirrored live broadcasting procedures for the Big Ten Network as part of their BIG+ StudentU program.

OTHER EXPERIENCE

- Manager, Shoe Department, **Von Maur**, Madison, WI & Eden Prairie, MN Jan. 2023 - June 2024
- Supervised seven associates, setting and analyzing sales goals, ensuring alignment with financial targets.
 - Developed and implemented training programs for sales associates and tracked their progress.

EDUCATION

- Arizona State University, Walter Cronkite School of Journalism and Mass Communication
- MA in Sports Journalism (Expected degree July. '26)
- University Of Wisconsin-Madison
- BA in Journalism, Emphasis on reporting (May '21)

SKILLS

- Adobe Creative Suite, AP Style, Avid Video Editor, Naviga Social Media Management, Hubspot inbound marketing, Microsoft 365, Wordpress Content Management System

AWARDS

- 2022 Chicago/Midwest EMMY for outstanding achievement in Morning Newscast: Smaller Markets
- 2021 & 2022 Wisconsin Broadcaster Association winner for Best Medium Market Morning Newscast