

Samantha (Sami) Kincaid

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EDUCATION

University of Tennessee-Knoxville 2010-2013
Bachelor of Science in Communications – Concentration in Journalism & Electronic Media

PROFESSIONAL EXPERIENCE

Digital Media Strategist, Shaw Industries (July 2021-Present)

Create engaging content designed to tell the story of Shaw's products, its impact to communities across the world and the company's talented people. Serve as a face customers can recognize as a product consultant when they have questions or looking for someone knowledgeable to learn from.

- Collaborating with brand leaders to produce engaging content for business and consumer audiences
- Providing creative direction for set production and campaigns
- Concepting story boards for set production and campaigns
- Establishing and maintaining brand standards across creative
- Support social media content creation
- Conducting in consumer and brand research

Host/Reporter, Sinclair Broadcasting **(July 2022- Present)**

- Host of Nashville's Friday Night Rivals on MyTV30
- Sideline Reporter for Friday Night Rivals on MyTV30

Host, WNSR (Nashville Sports Radio) **(July 2022-Present)**

- Host of Power Hour with Sami Kincaid from 9-10 AM Saturday mornings
 - A specialty show showcasing women in sports whether it's highlighting their career path or accomplishments on/off the playing surface. The show is a place for women to talk sports with Sami and showcase their knowledge of the game. The show is not limited to females, as males have made their appearance on the show as well to highlight how they've helped women shatter ceilings.

Various, SEC Network **(August 2014-Present)**

- On-Air Color Analyst various Vanderbilt University WBB SEC Network+ broadcasts
- Camera operator, Xpression operator, and stage manager for SEC Network/SEC Network + games
- On-Air sideline reporter for various University of Tennessee SEC Network + broadcasts
- Produce and report packages from the University of Tennessee made available for SEC Network broadcasts
- Production Assistant for SEC Nation for 2015 football season including SEC Championship, Playoff game at the Cotton Bowl in Dallas, TX, and the 2016 National Championship in Phoenix, Arizona
- Runner for: SEC Nation (UT vs. Missouri), SECN Tennessee Summer Football Tour 2015

Various, ESPN **(September 2012- Present)**

Responsible for assisting with equipment set up, camera operations, and overall production

management.

- Runner/Utility: 2015 MEN'S SEC Tournament, NCAA rounds 1 and 2 of women's 2013 tournament, College Gameday Football- (UT vs. Florida), College Gameday Football Game Coverage- (UT vs. Alabama), College Gameday Women's Basketball-(UT vs. Notre Dame), Champions Classic 2012, College Gameday Men's Basketball-(UT vs. Missouri), College Gameday Men's Basketball- (UT vs. Florida)
- Bug Operator Assist ESPN Primetime Crew (UT vs. Oklahoma 2015)
- ESPNU On-Air talent for UT vs. UGA Campus Connection 2012

Senior Producer, UCF Athletics, Orlando, FL (November 2017- July 2021)

Responsible for coordinating, shooting, editing, and producing videos on UCF Athletics such as practice reports, game highlights, game recaps and features on student athletes.

- Shoot, produce, edit, and report the football series "The Quest"
- Manage all post-production video interns
- Manage practice recaps, game recaps, game highlights, and weekly off-season recap videos that go out for all 16 sports
- Reporter for the Athletic Department
- Cheer/Dance Sports Information Director (January 2018-August 2019)
- Shoot, edit, produce, and report features for all sports assigned by supervisors as needed
- Emcee events as needed

Producer, FNF Reporter WRCB-TV, Chattanooga, TN (July 2016- November 2017)

- Produce the Noon show- an hour long local newscast that also includes a guest segment
- Shoot, edit, on-air for Friday Night Football's Chick-Fil-A Fan Cam
- Each morning on-air for the top stories of the day recap digital video
- Every morning manage all web and social media platforms
- Fill-In Sports Anchor
- Sideline for FNF3 broadcast of the game
- Assist with any heavy sports weekends outside of football season

Reporter, FOX Sports Knoxville (September 2015- November 2018)

- Produce, shoot, edit, and on-air personality for FOX Sports Knoxville's 'On Rocky Top'
- Regular radio appearances on FOX Sports Knoxville's 1340 AM
- Voice Over work for radio sponsorships and intro for 3&Out morning show

Sports Producer/Reporter, Univ. of TN-Athletics Broadcasting (VFL Films) (January 2014-July 2015)

Responsible for coordinating, shooting, editing, writing and producing segments on UT Athletics such as practice reports, game highlights, and features on student athletes.

- Conduct interviews with student-athletes and coaches
- Produced, edited, and reported a 12-week series for the 2014 football season titled "Power Traditions"
- Shoot, edit, produce, and report features assigned by supervisors as needed

Runner, FOX**(March 2015-July 2016)**

Responsible for assisting with overall production management.

- Experience: NFL on FOX- Panthers vs. Seahawks Playoffs, various Panthers and Titans 2015 games, Bristol Sprint Cup Series, Charlotte All-Star Race, Bristol Xfinity Series, Coca Cola 600

Sports Producer/Videographer, WBIR-NBC, Knoxville, TN (July 2013-December 2013)

- Produced and distributed all content high school sports- www.usatodayhss.com/Knoxville
- Covered high school football games and edit for weekly highlight show- The Blitz
- Shot and produced Offensive/Defensive Player of the Week packages for nightly show
- Covered and edited Vols practices for nightly shows
- Covered and edited other area sporting events for WBIR-NBC news shows

**Sports Intern, WBIR-NBC, Knoxville, TN
2012)****(August 2012-December**

Worked as sports intern for Knoxville's No. 1 local broadcasting station. Responsible for assisting in all phases of the broadcasting production process, including generating story ideas, creating packages and VO/Sot, and shooting athletic games or feature stories on-site.