



# Jesse Merrick



Represented by **The NWT Group**

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## EXPERIENCE

### **Silver & Black Sports Network, Las Vegas, NV** **Founder/CEO**

July 2025 – Present

- Launched and scaled a credentialed, multi-platform sports media brand centered on the Las Vegas Raiders
- Built brand to average 1.6M+ monthly views and 6M+ monthly impressions within first six months
- Hosted and produced short- and long-form video and audio podcasts
- Published and managed newsletter content alongside digital-first video programming
- Lead editorial strategy, platform growth, branding, and audience development
- Conducted in-depth athlete interviews and produced storytelling features
- Mentored contributors and maintained professional relationships with NFL and team PR staff

### **KSNV, Las Vegas, NV** **Sports Anchor/Reporter**

March 2019 – July 2025

- Served as credentialed Las Vegas Raiders beat reporter for six seasons
- Anchored sportscasts and delivered live reports across television and digital platforms
- Covered Super Bowl, NFL Draft, Stanley Cup Finals, NCAA Tournament, Formula 1, UFC events, and WNBA Championships, and more
- Produced, wrote, shot, and edited daily sports content as a multimedia journalist
- Hosted pregame and postgame specials, long-form features, and remote broadcasts
- Balanced analytical coverage with storytelling that highlighted athletes, communities, and context beyond stats and scores

### **WAAY, Huntsville, AL** **Sports Director**

Sept 2016 – Sept 2018

- Led sports department editorial planning and daily coverage strategy
- Directed live studio and remote broadcasts for SEC football, including Alabama and Auburn
- Covered College Football Playoff National Championship Games
- Anchored nightly sportscasts and managed live special programming
- Mentored reporters and producers in storytelling, live production, and newsroom standards

### **KREX/KFQX, Grand Junction, CO** **Sports Anchor/Reporter**

Aug 2014 – Sept 2016

- Covered Denver Broncos for two seasons
- Anchored daily sportscasts and produced multi-platform reporting
- Shot, wrote, and edited field packages independently

### **KABC, Glendale, CA** **Assignment Editor**

May 2014 – Aug 2014

- Responsible for planning, preparing, setting-up and executing content and coverage
- Gathered accurate information from multiple agencies and communicated the available material to the editorial staff
- Collaborated with news management, producers, and reporters to plan coverage
- Directed reporters in the process of collecting elements for their stories

### **NFL Network, Culver City, CA** **Assignment Desk Assistant**

Mar 2014 – Aug 2014

- Worked with the editorial staff from broadcast and digital elements to generate content on the network and online
- Enterprise story ideas via phones, social media, e-mail and Internet
- Updated newsroom on breaking news and NFL stories of the day
- Booked satellite windows for interviews, pressers, and event coverage to bring that specific content to air

### **KABC, Glendale, CA** **News Apprentice**

Sept 2012 – May 2014

- Assisted the Engineering Department with remote broadcasts for the Oscars, Emmys, AMA's, Los Angeles Mayoral Debates, Martin Luther King Jr. Parade, and the Mexican Independence Day Parade
- Worked with Tri-Caster during the remote broadcasts, helping with set up and tear down

## Awards

2023 - Emmy Award

Best Newscast for Vegas Golden Knights Stanley Cup win

## Skills

- Multimedia Journalism (MMJ)
- Live Studio & Remote Production
- Sports Storytelling
- Podcast Hosting & Development
- Digital Content Strategy
- Audience Growth & Platform Analytics
- Video Shooting, Audio & Lighting
- Non-Linear Editing (Adobe Premiere, Avid, Final Cut)
- Editorial Leadership & Mentorship
- Source Development & PR Coordination

## Education

Azusa Pacific University, Azusa, CA  
May 2012

Bachelor of Arts: Communications Studies, Concentration in Media Studies, Minor in Journalism

## Social Media



Jesse Merrick



@JesseMerrick  
2.6K followers



@JesseSBSN  
10.3K followers



@jessesbsn  
2K followers