

Riley J. Trapp

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Education

University of Missouri – Columbia
Broadcast Journalism – BA

2021-2025
Dean's High Honor Roll: Fall 2022-24 & Spring '24

Work Experience

Martinsville Mustangs

May 2024 – Present

Assistant General Manager, Broadcast & Media Relations Director

- **Awarded 2024 Coastal Plain League Broadcaster of the Year** for excellence in communication and audience engagement
- Produced and hosted live broadcasts across **FloSports** and the **Mustangs Radio Network**, reaching over 5,000 viewers
- Created and distributed press releases, game recaps, and media kits in alignment with team and league branding
- Served as official league scorer at the All-Star Game, showcasing attention to detail and credibility
- Managed team's social media presence across multiple platforms with a combined reach of ~15,000 followers, leading strategic messaging, content creation, and audience interaction

KOMU 8 News (NBC)

August 2023 – May 2025

Associate Producer, Reporter

- Produced and coordinated daily newscasts reaching 400,000+ viewers in the Mid-Missouri region
- Pitched, developed, and reported on community-driven stories, strengthening local engagement and trust
- Built relationships with community leaders and stakeholders to ensure accurate, compelling news content
- Wrote, filmed, and edited multi-platform news packages under strict deadlines

KCOU 88.1 FM.

December 2022 – May 2025

Sports Broadcaster & Reporter

- Broadcasted SEC athletics (Football, Basketball, Baseball, Softball) on-air and via digital platforms
- Wrote post-game summaries, player profiles, and editorial content for web publication
- Facilitated media credentialing and logistics with universities and athletic departments

Burlington Bees

May 2023 – August 2023

Broadcaster & Media Relations Assistant

- Directed over 50 live game broadcasts and introduced radio broadcasting for road games
- Assisted in daily media operations, including lineup distribution, stat tracking, and PR material creation
- Liaised between team officials and the press to support smooth communications and accurate reporting

ESPN & Chicago Bandits.

April 2018 – August 2018

Broadcast & Media Relations Assistant

- Operated broadcast equipment for games featured on ESPN and affiliated platforms
- Supported the implementation of the franchise's first-ever broadcast system
- Worked closely with producers and announcers to ensure seamless, on-brand coverage
- Trained new staff on technical operations and broadcast procedures

Leadership Experience

Mizzou Digital Marketing Club

Feb 2024 – May 2025

Treasurer

- Oversaw budgets and logistics for semester events, including the **National Collegiate Digital Marketing Championship**
- Increased membership by 50% through targeted outreach and event promotion

Theta Chi Fraternity

Dec 2022 – Nov 2023

Head of Risk Management

- Directed health and safety planning for a 200+ member organization
- Coordinated with university and municipal agencies to ensure regulatory compliance and event safety

Head of Public Relations

Dec 2021 – Nov 2022

- Directed chapter communications, social media, and public image strategy
- Managed crisis communication during events following October 2021
- Grew the chapter's social media following by 20% during the term on Instagram and Facebook
- Developed a bi-annual newsletter for alumni outreach campaigns, strengthening chapter connections with its alumni and local community

Technical Skills & Proficiencies

- **Media Relations & Press Writing:** Press releases, Game Recaps, Media Kits
- **Digital Content Creation:** Adobe Premiere Pro, Photoshop, After Effects, Final Cut Pro X
- **Social Media Strategy & Management:** Facebook, Instagram, Twitter/X, TikTok
- **Broadcast Tools & Platforms:** FloSports, OBS, Mixlr, and more, Radio & TV equipment
- **Certifications:** FAA Part 107-B Certification