

ANDREW HENDERSON

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PORTFOLIO / DEMO: andrewhendersonmedia.com

RELEVANT EXPERIENCE

09/2025 to Current TV Play-by-Play Broadcaster & Media Associate

Melbourne Aces - Melbourne, VIC

- Called 32 live broadcasts and wrote 32 game recaps across the KBO Fall League in South Korea and Melbourne's International Baseball Showdown.
- Led creative branding and digital rollout for ACES v Hanwha SKYBATTLE and ACES v kt wiz DIAMOND DUEL, developing campaign identities and producing web, social, graphic, and video content.
- Owned gameday digital coverage from first pitch through final out, producing lineup, gameday, and final-score graphics, clipping highlights, editing reels, and publishing social content.
- Helped grow organic social views 15% to 3.1M+ and watch time 51% to 133 days while writing and publishing player signings, roster announcements, series launches, promotions, and game coverage.

09/2023 to Current Sports Media Creator

Saturday Shenanigans (YouTube) - Remote

- Built an independent sports media brand from launch to 28K+ subscribers and 8M+ organic views through content strategy, production, and distribution.
- Produced 390+ long- and short-form videos across news, analysis, documentaries, interviews, and recurring series, with multiple videos surpassing 100K views.
- Used SEO, audience analytics, and performance data to optimize topics, titles, thumbnails, and programming strategy while generating 50%+ viewer retention.

05/2026 to 08/2026 TV Play-by-Play Broadcaster & Media Relations Manager

Traverse City Pit Spitters - Traverse City, MI

- Served as solo TV play-by-play voice for 36 home broadcasts on FloSports while traveling as the team's primary media contact.
- Authored 72 game recaps and website features covering team news, MLB Draft selections, player achievements, and season storylines.
- Clipped and packaged highlights and video for social media while conducting player and coach interviews for team digital content.
- Built the 2026 media guide from scratch, compiling roster, player, staff, and historical information for media use.

01/2026 Fill-In Play-by-Play Broadcaster

Baseball Australia - Melbourne, VIC

- Delivered live play-by-play across multiple Australian Youth Championship divisions with limited preparation and unfamiliar rosters.

05/2024 to 08/2024 TV Play-by-Play Broadcaster

Bismarck Larks - Bismarck, ND

- Called 36 solo ESPN+ and NWL TV broadcasts, including the fourth highest-watched NWL game on ESPN+.
- Hosted pregame shows and postgame interviews while supporting live production.

05/2023 to 08/2023 Radio Broadcaster & Production Assistant

Corvallis Knights - Corvallis, OR

- Called radio and YouTube play-by-play while hosting pregame shows and player interviews.
- Worked live production roles including camera director, PC director, and camera operator.

SKILLS

Adobe Premiere Pro - Photoshop - InDesign - OBS Studio - WSC Sports - WordPress - Blackmagic ATEM Switcher - Meta Business Suite - SEO

EDUCATION

09/2025 B.S.: Digital Communications

Oregon State University