

# Sam Pasco

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**School Address:** Fisher Hassenfeld College House, 3700 Spruce St, Philadelphia, PA 19104

**Permanent Address:** 2441 Chestnut Street, San Francisco, CA 94123

## EDUCATION

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**University of Pennsylvania, College of Arts and Sciences** Philadelphia, PA

- *Candidate for Bachelor of Arts:* Communication, Annenberg School coursework May 2024
- *The Wharton School:* Minor in Statistics May 2024
- *Cumulative GPA:* 3.80/4.00 | *Program Communities:* Goldberg Media & Communications Program

**San Francisco University High School, Class of 2020** San Francisco, CA

- *SAT Scores:* Math 780, Evidence-Based Reading and Writing 730
- *AP Courses:* Calculus BC, Statistics, Computer Science A

## PROFESSIONAL EXPERIENCE

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**Roto Sports Inc, Host, Digital Creator & Executive Producer, Remote** May 2020 - Present

- Oversaw and expanded creative growth for RotoWire's Korean Baseball coverage by rebranding RotoWire's online YouTube and Twitter presence. Host a live, twice-weekly, half-hour program ("KBO Chats Live!") that provided an entertaining overview of Korean Baseball while previewing the day's slate of games from a gambling and Daily Fantasy Sports perspective.
- Produce a daily podcast ("Fantasy Bites"), diversifying the RotoWire podcast network with short-form news and advanced statistics.
- Work with Snapchat management to pitch, develop, and create an original short-form video series ("[Sports Snapshot](#)") for the Snapchat platform.

**KXSF 102.5 FM San Francisco, Sports Director & On-Air Host, San Francisco** April 2019 - Present

- Host an hour-long FCC-licensed weekly radio show on FM airwaves in San Francisco. Interviewed notable figures including Taylor Momsen, Chevy Chase, Rick Welts, and Curtis Granderson.
- Manage the station's sports operations and website growth. Oversee other department reporters and create multimedia content on professional and collegiate events.
- Pioneered the KXSF Sports Department as a credentialed member of the Bay Area media.

**Intersport, Social Media Consultant & Digital Media Producer, Indianapolis** February 2021 - April 2021

- Hired by Intersport and flown to Indianapolis to develop and create content for Intersport's flagship event, *Dos Equis' 3X3U National Championship*. Conducted both sideline and one-on-one interviews with players and produced original digital clips including vlogs and TikToks. Collaborated on brand management virtually and on-site with upper leadership.

## LEADERSHIP EXPERIENCE

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**Dons Insiders/Insider Institute, Co-Founder & Editor-in-chief, San Francisco** December 2018 - March 2021

- Directed student-led coverage of the Men's Basketball program at the University of San Francisco. Produced and led audio and video interviews; managed partnerships with growing sports technology companies SportsCastr and SportsMe.
- Traveled to Las Vegas to host production of an hour-long NBA Summer League feature (July '19).
- Developed Insider Institute into a platform to help aspiring sports journalists; featured on [TNT's coverage of March Madness in March 2021](#)

## SKILLS and INTERESTS

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**Computer Skills:** Skilled in Video Editing and Graphic Design, Proficient in PhotoShop, Familiar with Python

**Interests:** Baseball | Gaming | Social Media | Martial Arts