

TOM ROCHE

MEDIA PROFESSIONAL

PROFILE

2-time Emmy award winning producer who's developed hundreds of sports media professionals. A foundational member of the Studio Production department, directly responsible for producing countless hours of high-quality content for all ESPN platforms, including flagship shows for broadcast TV, radio, and digital channels. No stranger to results-oriented, deadline-driven, fast-paced environments.

SHOWS/BRANDS

- SportsCenter Top 10
- SportsCenter
- NBA Countdown
- College Hoops Tonight
- Highlight Express on ESPNEWS

PROFESSIONAL SKILLS

- New Hire Development & Onboarding
- Content Production
- Culture & Team Building
- Multimedia Storytelling
- Multi-channel Content Distribution
- Workflow Systems Creation
- Remote & International Collaboration
- Staffing & Resourcing
- ENPS News Gathering System
- Quantel Editing System

ACADEMIC BACKGROUND

**UNIVERSITY OF MASSACHUSETTS,
AMHERST**

B.A. in Mass Communications

CONTACT INFORMATION

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WORK EXPERIENCE, ESPN

PRODUCER, KEYSHAWN, JWILL AND ZUBIN 2020-21

- Launched the live television simulcast of ESPN Radio's flagship morning drive show during the COVID-19 pandemic under a 2-week deadline.
- Wrote and edited the on-air graphic headlines displayed throughout the live 4-hour show to ensure consistency of ESPN's brand voice and tone.

PRODUCER, GOLIC & WINGO, 2019-2020

- Spearheaded the visual content decisions and graphics production for the 4-hour live TV simulcast of ESPN Radio's flagship morning drive show, leading a staff of 4.
- Served as co-creative director to improve the television show's overall quality and ensure it reflected the network's visual brand and broadcast standards.
- Managed a remote team of 8 to execute the daily live television simulcast alongside a radio team of 7 in response to the COVID-19 pandemic.

SUPERVISING PRODUCER, SPORTSCENTER TOP 10, 2016-2019

- Drove the daily production of SportsCenter's top franchise from start to final delivery, meeting at least 2 deadlines each day.
- Expanded the reach and engagement of the Top 10 franchise beyond linear television by pushing evergreen content to YouTube and Instagram, increasing views by hundreds of thousands.
- Created a specialized Top 10 for the ESPNW vertical website, the first ever to do so.
- Partnered with the international team to share NBA content for shows to be broadcast in China.
- Created a digital archive system and database for the daily content collected for later use to facilitate the production of future projects and shows, decreasing the production time from days to hours.
- Trained hundreds of younger producers in better methods to improve their overall producing skills for this and other video elements.

CONTENT PRODUCER, SPORTSCENTER A.M. 2015-2016

- Re-imagined how to produce highlights for the morning edition of SportsCenter to reflect the show's unique editorial vision.
- Invented workflows to ensure a consistent, timely production process; working nightly with a staff of 10-15 production assistants.
- Partnered with the SportsCenter AM show producers to ensure the top highlights produced from the previous night consistently made air.