

JUSTIN LACERTOSA

SUMMARY

Multimedia sports journalist with a blend of valuable skills and experience, ready for professional workflow. Experience in pro-level and collegiate sports, well-versed in television newsrooms, and a coachability factor that cannot be taught.

EXPERIENCE

Multimedia Journalist

Devils Digest, Rivals | Phoenix, AZ | January 2024 - Current

- Responsible for full-time coverage of Arizona State football, men's basketball and more for DevilsDigest.com, a Yahoo! Sports affiliate within the Rivals network.
- Duties include shooting video for highlight packages, producing feature stories, social media content, and documenting games and practices for an audience of over 35,000 followers.

President, Director Of Video, Anchor

Walter Cronkite Sports Network | Phoenix, AZ | August 2022 - Current

- Successfully worked up from reporter to president and director of video of the largest sports multimedia journalism club at ASU.
- Oversee and manage the coverage and daily operations of a student-run sports network. Responsible for the entirety of WCSN's executive board and video coverage.
- Anchor the Emmy-winning student broadcast, "Cronkite Sports Live," airing live weekly on social media.
- Developed valuable rapport and communication skills among media relations members and figures across Arizona State athletics.
- Planned club-wide events, workshops, and meetings while building a successful alumni base.

Freelance Videographer

12News Arizona | Phoenix, AZ | November 2024 - Current

- Shot Phoenix Suns and high school football for 12News Arizona as needed.
- Proficiency in logging footage and meeting television deadlines.

Multimedia Journalist

Burn City Sports | Phoenix, AZ | May 2024 - September 2024

- Experience in a professional sports environment covering the Phoenix Mercury beat for the 2024 season.
- Attended various games and practices to produce daily digital stories and social media content, while also shooting video of games and press conferences.

Radio Host

Blaze Radio | Phoenix, AZ | August 2022 - December 2024

- Lead host and creator of two specialty shows on Blaze Radio: "Basketball into the Multiverse" and "The Fatal Four Way."
- Produced detailed run-downs, and controlled the pacing and flow of both shows.

CONTACT

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EDUCATION AND TRAINING

Bachelor of Arts

Sports Journalism

Walter Cronkite School | Arizona State University, Phoenix, AZ

Expected in May 2026

High School Diploma

Saint John Vianney High School, Holmdel, NJ

May 2022

SKILLS

- Videography
- Social media
- Storytelling
- Writing
- Deadline management
- Adobe Creative Suite
- Communication
- Problem-solving

ACCOMPLISHMENTS

- Work featured various times on national outlets such as ESPN, Bleacher Report, New York Times, and Sports Illustrated, among many more.
- Generated 7.6 million impressions, 229,000 engagements, and 76,700 likes on X (@LaCertosaSports) in 2024.
- Coverage at 2025 Radio Row in New Orleans ahead of Super Bowl LIX.
- Coverage of the 2024 WNBA All-Star festivities in Phoenix.
- Video and social media coverage of the 2024 Big 12 Championship and the Peach Bowl.