

Sierra Marie Prue

1.615.772.5451 - sierramarieprue@gmail.com – sierraprue.com

An eye capturing personality with over eight years of professional public speaking, on-camera, live entertainment, and fan engagement experience. On-camera time ranges from UFC Fight Pass to Hot Wheels Monster Trucks Live to the College Summit League Basketball Tournament. My fan engagement skills quickly tripled after just two seasons of being broadcasted live on Hockey TV as a team reporter from which I gained fans from all around the USHL. As I currently tour the U.S. as a professional in-arena host, I practice knowledge that advances my skills and advances my uniqueness.

TECHNICAL

Teleprompter Experienced

Excel Spreadsheet

Adobe Photoshop

Adobe Premiere Pro

Hootsuite

EDUCATION

BA Sport Marketing & Media Sports Broadcasting

University of South Dakota
Vermillion, SD, U.S

4.0 GPA

Minor in Theatre Arts

4.0 GPA

AS Liberal Arts & Science

Austin Peay State University
Clarksville, TN, U.S

ACHIEVEMENT

USD- Academic Deans List,
4.0 GPA, Cum Laude

1st and only Summit League
Basketball Tournament Host.

SEVT Marketing Conference
Champion - USD 2021

Miss Tennessee Tourism 2020

WORK EXPERIENCE

HOT WHEELS MONSTER TRUCKS LIVE IN-ARENA HOST Mattel & Family Entertainment Live | Traveling | Contract

Maintain and control the attention of up to five thousand fans at a time. Be the on-camera personality throughout the entire show. Make fans of all ages feel welcomed and excited. Create a memorable experience.

- Be a bright personality for fans and give autographs and pictures.
- Handle on the fly changes and corrections through in ear monitor use.
- Quickly move around various arenas and stadiums with ease.
- Handle positive and negative situations with stride.
- Handle all PA through the show. Both scripted and non-scripted.

BROADCASTER- FIGHTER INTERVIEWS AND COLOR COMMENTARY UFC Fight Pass - Cage Fury Fighting Championships | 2021 - 2023

Bring an outgoing and striking personality to the broadcast. I add interesting bits to the live broadcast by researching and finding the hidden gems of a fighter. I give the viewer a different approach to what is in front of them while filling space for my play-by-play personnel.

- Research and develop key moments of the fights.
- Be a reliable source for factual statistics of the event and its fighters.
- Be a fun and outgoing personality for viewers to enjoy.
- Handle on the fly changes with ease.

PROFESSIONAL TEAM REPORTER & IN-ARENA HOST USHL- United States Hockey League & Hockey TV | SD, IA | 2020-2022

Make all fans feel at ease while creating an appropriate game day atmosphere in the biggest venue opportunity in Sioux City and Sioux Falls.

- Pregame: Head Coach's Show Interview and all player interviews.
- I use time management skills and knowledge over the media regulations of the United States Hockey League.
- Give value to sponsorships through my game day publication.
- Interviews (not limited to): Akira Schmid- NHL New Jersey Devils, Chase Bradley-NHL Detroit Red Wings, Ethan Edwards- NHL New Jersey Devils.

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CERTIFICATES

SOCIAL MARKETING CERTIFIED

Hootsuite
2021

PLATFORM CERTIFIED

Hootsuite
2021

CPR/AED/FIRST AID

National CPR Foundation
June 2022

FRONT OFFICE SPORTS

Athlete Marketing Essentials: NIL
Certification
2021

RECENT TITLES

School of Arts and Sciences:

Student Ambassador.

Coyote News TV:

Anchor, Sports Anchor.

Coyote Radio:

Social Media/Web Manager.

USD Marketing and Media

Relations:

USD Influencer.

USD Women's Rugby Club:

Marketing and Fundraising executive.

WORK EXPERIENCE CONTINUED...

PROFESSIONAL IN-ARENA HOST

Summit League Basketball Tournament | Sioux Falls, South Dakota | Contract

Maintain the attention of up to eight thousand fans at a time. Give sponsors proper value through my game day publication. Quickly move around the arena floor and stands using knowledge of the college basketball timeout and media regulations.

- Create energy for every element of the game.
- Speak respectfully and clearly for all to hear.
- Work well with others as a team for the team.

SPORTS ANCHOR & NEWS ANCHOR

Coyote News | Vermillion, South Dakota | 2020-2022

Practice and excel in excellent public speaking, have good pronunciation, solid timing, and an approachable personality. Work with teleprompt unconditionally.

- Handling multiple on spot changes and corrections at a time.
- Negative and positive content storytelling with ease and poise.

SPORTS DIRECTOR

Coyote News | Vermillion, South Dakota | Spring 2021

Research, write, and edit sports stories. Use my strong leadership skills, communication skills, problem solving, and passion to drive the sports section.

- Communicate with athletic directors across multiple states.
- Prepare interview briefings for on air talent.
- Research and be a fact checker for the broadcast.

PROFESSIONAL DEVELOPMENT

Hot Wheels Monster Trucks LIVE – Currently On U.S Tour

Family Entertainment Live | Travelling | On Contract

Sport Entertainment & Venue Tomorrow 2021 Conference - Case Study Competition- 1st Place Winner

Representing the University of South Dakota | Columbia, SC | Fall 2021

National Society of Leadership and Success training

NSLS | Vermillion, SD | 2021-Present