



Parker Rehm

SPORTS DIRECTOR

Details

Waco, Texas
United States
414.943.8989
rehm.parker@gmail.com

Links

[Portfolio](#)
[LinkedIn](#)
[Twitter](#)
[Instagram](#)

Skills

Adobe Premiere
Adobe Photoshop
AP ENPS
Avid iNews
BitCentral
CMS
Social News Desk
Storytelling
Team Training & Mentorship
Social Media Strategy

Education

Bachelor of Journalism, Sports Broadcast, University of Missouri-Columbia

AUGUST 2017 – MAY 2021

Employment History

Sports Director, KWKT-TV FOX 44, Waco, Texas

SEPTEMBER 2024 – PRESENT

- Anchor and produce nightly sportscasts at 5:30 and 9 p.m. as the station's primary weekday sports anchor.
- Produce, edit, and host weekly 30-minute high school football show Friday Night Football Fever.
- Oversee daily coverage for a two-person sports department, coordinating features, live events, and local sports news for multiple Division I NCAA Universities, Division III and NJCAA Athletics.
- Spearheaded digital growth strategy, building the largest social media sports following on Instagram of any TV station in the Waco/Bryan/College Station market.

Weekend Sports Anchor/Reporter, KWKT-TV FOX 44, Waco

JULY 2022 – SEPTEMBER 2024

- Produced and anchored weekend 9 p.m. sportscasts, delivering timely and engaging local sports coverage.
- Shot, wrote, and edited feature stories spotlighting Central Texas athletes.
- Grew station's digital presence, increasing Instagram and X following by 4,500+ followers with millions of impressions and engagement.
- Provided live coverage and shot highlights of high school and collegiate sports across Central Texas.

Sports Reporter/MMJ, 49'ers Sac-Hi Sports NBC California, Sacramento

AUGUST 2021 – JULY 2022

- Shot, edited, and voiced highlights for NBC Sports California's weekly hour-long high school sports program.
- Produced and edited long-form feature segments profiling athletes' personal journeys and challenges.
- Designed graphics in Adobe Photoshop to elevate content across broadcast, social and digital platforms.

Internships

Sports Intern, KMIZ-TV, Columbia, MO

AUGUST 2019 – DECEMBER 2019

- Assisted in coverage of Mid-Missouri sports ranging from the NCAA Division I level to high school sports.
- Responsible for capturing, editing and sending game highlights of Missouri athletics on a deadline with live post game coverage.