

# Zena Keita

Pronounced "Zee-na Kay-ta"

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A natural storyteller with 10+ years of experience in sports and business capable of engaging and empowering others while also cultivating community and fueling conversation.

[Broadcast Reel](#)

## Relevant Media Experience

### **Host, The Athletic Women's Basketball Show Podcast** San Francisco, CA Sep 2023 – Present

- Host of bi-weekly podcast discussing women's basketball on professional and collegiate level, as well as overseas competition.
- Responsible for preparing layout of the show alongside audio producer, preparing questions for writers, segment ideas, as well as assist in booking guests.
- Watch and remain current on NCAA Women's Basketball, WNBA Basketball, as well as European, Australian, and Asian leagues overseas for intel.

### **Analyst, Dubs Talk Live** San Francisco, CA Jan 2024 – Present

- Analyst on a live, thirty (30) minute postgame show on NBC Sports Bay Area following designated Golden State Warriors games.
- Offer analysis and takeaways of team performance and game outcome utilizing the final box score, existing statistics and general basketball knowledge.
- Answer on-the-spot basketball-related questions by host in concise, coherent and accurate responses on live television.
- During applicable pregame shows, join host to provide color commentary on game-related topic of their choosing.

### **Co-host/Sideline Analyst, Dubs Talk Live** San Francisco, CA Nov 2022 – Present

- Host of a live, thirty (30) minute postgame show on NBC Sports Bay Area following designated Golden State Warriors games.
- Responsible for preparing layout of the show and working with a producer to gather necessary elements and video needed for conversation.
- Lead productive, analytical conversation alongside an analyst about the game and the team.
- Cultivate streaming conversation during commercial breaks with live Youtube commentary.
- Prepare engaging, game-related questions for pre- and postgame interviews with players.
- Conduct live pre-game hits during home games solo or with analysts and special guests, providing color or context to upcoming game.

### **Talent, The Athletic Tik Tok** San Francisco, CA Aug 2021 – Present

- Talent used on The Athletic Sports News Outlet's TikTok page.
- Responsible for preparing topics, script, photos and execution of various TikToks around sports events and figures.
- Have amassed over 780,000 views over 10 videos created for the page.

### **Sideline Reporter, Santa Cruz Warriors** Santa Cruz, CA Nov 2021 – April 2023

- Served as sideline reporter for Santa Cruz Warriors for 24 live home games during the 2021-22 and 2022-23 seasons.
- Researched G League and NBA resources daily to remain informed on topics related to player statistics, league standings, team performance, and player movements throughout season.
- Attended pregame media availability with Santa Cruz Warriors and opposing team personnel gathering insights to share during the game.
- Prepared insightful updates and relevant intel to share during in-game hits, halftime interviews with coaches and postgame player interviews without IFB system.
- Inform fans of game action and team updates by live-tweeting home and away games and posting to Instagram stories.
- Hosted Black History Month Panels for Santa Cruz Warriors team featuring WNBA stars Chiney Ogumike and Jewell Loyd.
- Games appeared on ESPN+, NBC Sports Bay Area, NBAGLeague.com, and NBA TV.

### **Co-host, Dubs Drip** San Francisco, CA June 2022

- Co-hosted a live, thirty (30) minute segment on NBC Sports Bay Area prior to each 2022 NBA Finals game between the Golden State Warriors and Boston Celtics.
- Sourced and discussed topics surrounding the Golden State Warriors such as fashion, family, music, hobbies, and fandom.
- Interviewed multiple guests for the show.

## Education

**Master of Science: Management** Wake Forest School of Business - Winston-Salem, NC

**Bachelor of Arts: Anthropology** Yale University - New Haven, CT

- Member of NCAA DI Women's Basketball Team 2010 - 2014
- President of Yale Student Athlete Association Council in 2013 and 2014

## Language

- French - fluent
- Spanish - elementary

## Sports-Related Experience Prior to Media Roles

- Manager, Strategic Partnerships – The Athletic – July 2021 – December 2023
- Manager, Partnership Development – Golden State Warriors – January 2018 – June 2021
- Coordinator, Partnerships Activation – Miami Dolphins – February 2016 – January 2018