

# Lindsay EASTWOOD

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@LindsayEastw00d



@lindseastt

## EDUCATION

**Syracuse University, Syracuse NY**

**B.S., Communications and Rhetorical Studies, Sport Management Minor**

**May 2019**

**M.S., Television, Radio, Film, with Sports Emphasis**

**May 2020**

## PROFESSIONAL EXPERIENCE

**Professional Hockey Player in the National Women's Hockey League (NHL)**

**June 2020-Present**

- Member of The Toronto Six

**Associate Producer, Critical Mass**

**September 2020-Present**

- Planned and managed digital marketing solution projects in a timely manner and within budget of up to \$200k.
- Communicate the progress and roadblocks of projects to stakeholders and account executives while recommending solutions to remove blockers and advance the assignment.

**Freelance Writer, Tampa Bay Times at the NHL Playoffs**

**August 2020-September 2020**

- Feed beat writer scene and atmosphere during the game inside the Eastern Conference bubble.
- Contribute to features and notebooks published by the TB Times.

**ACC Network (ESPN) Content Creator**

**August 2019-May 2020**

- Develop and produce student-athlete features to be aired on ACC Network Extra and Cuse TV.
- Host of Syracuse Women's Hockey features: develop segment format, write scripts, film, and edit features.

**Syracuse Crunch Broadcast Intern**

**September 2019-April 2020**

- Assist in the preparation for the Crunch radio/television broadcasts.
- Serve as the official in-game statistician for the Crunch radio/television broadcasters.
- Conduct interviews with players and coaches for the broadcasts and social media.
- Contribute content for game day press notes.

**Communications Intern, CARHA Hockey**

**Summers (2017, 2018, 2019)**

- Develop tweets, graphics, and videos for social media platforms.
- Generate and promotional videos for sponsors such as Molson Canadian and the Royal Oak.
- Interview and write personal interest pieces on members for website.
- Input data on the back website for merchandise.
- Develop marketing plan for a skill instruction series for members which was used in fall 2017.

## SKILLS

- Premiere, Final cut, and Excel proficient

## Extra-Curricular Activities

Student Athlete Advisory Committee and Executive Board Member (2018-19)

**2016-2020**

Fast and Female Ambassador

**July 2016**

## ACCOMPLISHMENTS

- Five-year member of the Syracuse University Women's Ice Hockey Team. **2015-20**
  - Assistant captain (2017-18), co-captain (2018-19), and captain (2019-20)
- Syracuse Univ. Doris Soladay Award (The most prestigious honor given by Dept. of Athletics) **2020**
- Syracuse Eight Courage Award **2018**
- Team Canada U18 Women's Hockey, Silver Medalist at IIHF World Championship **2014-15**
- Team Ontario U18 Women's Hockey **2013-15**
  - 2013 National Silver Medalist, 2015 Canada Winter Games Silver Medalist