

Lindsay EASTWOOD

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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 Premiere Hockey Federation (PHF/NWHL)

June 2020-Present

- Defender for The Toronto Six

Social Media Manager, Bond Brand Loyalty

November 2021-June 2022

- Manage, develop, and produce content for the Ford FANatic social media platforms.
 - ◻ Grew overall social media presence from 77k to 84k
- Served as the face of the Ford FANatic for the Toronto Maple Leafs 2021-2022 season.
- Host of the Ford Fan Deck in Scotiabank Arena during all Leafs home games.

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 ESPN radio Syracuse 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.
- 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

Hockey development coach, specialize in defense and shooting.

ACCOMPLISHMENTS

- Five-year member of the Syracuse University Women's Ice Hockey Team. **2015-20**
 - Assistant captain (2017-18), Captain (2018-20)
- 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**