

DREW STEELE

SPORTS MULTI-MEDIA SPECIALIST

DREWCSTEELE.WEBLY.COM | ANDREWCSTEELE@ICLOUD.COM | 320-438-4322

EXPERIENCE

MADISON CAPITOLS

DIRECTOR OF MEDIA RELATIONS & CORPORATE SALES EXECUTIVE (2022-PRESENT)



- Served as the "Voice of the Capitols" calling games online and via FloHockey
- Sold sponsorships, group tickets, and season tickets to companies and individuals
 - Had over \$50,000 of overall sales in 2023-24 season
- Worked with the local media, wrote and distributed all press releases and game notes
- Managed the team's digital platforms including MadCapsHockey.com and all social media accounts
 - Saw growth of over 15% on all major platforms
- Directed in-arena entertainment including script writing and video coordination

CORPUS CHRISTI ICERAYS

DIRECTOR OF BROADCASTING & MEDIA RELATIONS (2021-22)



- Play-by-Play broadcaster for the Corpus Christi IceRays of the North American Hockey League
- Called the action on the Brewster Street Radio, an internet radio service through TunedIn
- Brought social media impressions up 600% from season before I was there to season I was there
- Developed and saw through marketing strategy that brought second highest attendance in NAHL
- Small sales role with the team where I sold advertisements for broadcasts

88.1 FM KVSC

SPORTS DIRECTOR (2017-2021)



- Ran the Sports Department, managing a volunteer staff of 15 people for 300+ broadcasts
- Saw exponential growth in listenership and online following, hitting record numbers for listeners
- Called Play-by-Play for all sports, serving as the Voice of NCAA D-I SCSU Hockey for KVSC 88.1 FM
 - Duties led me to calling the 2021 NCAA Men's Frozen Four
- Spearheaded social media and web initiatives and gained experience in underwriting sales

BARSTOOL SPORTS

CAMPUS AMBASSADOR (2018-22)



- Grew an audience from scratch that engaged on social media
- Directly communicated with Barstool Sports headquarters in New York on a weekly basis
- Created original content for the page with coordination with initiatives from headquarters
- Helped bridge gap as supervisor for my successor for a year prior to my departure

FREELANCE JOBS



ESPN+



WCMP
100.9 | 106.5

EDUCATION

ST. CLOUD STATE UNIVERSITY

MASS COMMUNICATIONS, CREATIVE MEDIA PRODUCTIONS



- Achieved Bachelor of Liberal Arts degree focused in Mass Communications with emphasis in Creative Media Productions
- During my time at St. Cloud State, I focused in production of audio, video, and web content while working on campus radio and TV stations



SKILLS

GRAPHIC DESIGN

Designed in-arena and social graphics for my stops in USHL and NAHL

PHOTOGRAPHY & VIDEOGRAPHY

Have worked with different types of cameras and editing software including entire Adobe CS

MEDIA RELATIONS

Worked with different press outlets and departments to develop PR and media managing skills

SOCIAL MEDIA

History of expanding brands exposure to create audience and bring engagement to organization

REFERENCES

ANDREW JOUDREY

Madison Capitols - President
608-515-1364

BLAKE THIESEN

Former Broadcast Partner
612-807-7026