



Kyle Cannillo

BROADCASTER, MARKETER, AND CONTENT CREATOR

Profile

Experienced broadcaster, marketing manager, and content creator with:

- 8+ years video editing and graphic design experience (Adobe Premiere and Adobe Photoshop).
- Strong writing, editing, and social media skills.
- Ability to work in teams and independently to meet deadlines.

Experience

Chippewa Steel Hockey NAHL, Vice President of Operations and Marketing, Chippewa Falls, WI

MAY 2022 – PRESENT

- Play-by-Play broadcaster for all Steel home and away games, producing all calls on Hockey TV.
- Produce graphics and video content for social media accounts such as Facebook, Instagram, and Twitter.
- Generate sponsorship and ticket sales through developing strong relationships with local businesses, schools, organizations and fans.
- Organize and execute the game day in-arena presentation and experience for fans by managing staff and planning promotional events for each game.
- Deploy all game day staff for home games to run smoothly including the clock operator, stat keepers, DJ, Public Address, camera operators, and video board director.

Big Ten Network +, Broadcaster , State College, PA

AUGUST 2018 – MAY 2022

- Worked as as lead television play-by-play broadcaster for Penn State hockey, volleyball, soccer, and lacrosse.
- Broadcasts have aired on linear BTN in millions of households across the USA.
- Use research to develop storylines and work with producer to tie them into the broadcast and revisit them throughout the game.

MSG Networks Broadcast and Social Content Intern, Newark, NJ

SEPTEMBER 2020 – AUGUST 2022

- Experience working with the MSG Networks' broadcast, production, and social media team covering the New Jersey Devils.
- Graphic design for both Bryce Salvador's and MSG Networks' social media channels.

Penn State CommRadio , Broadcaster and Social Media Director, University Park, PA

AUGUST 2018 – PRESENT

- Play-by-Play broadcasting for Penn State athletics.
- Social media director in charge of posting articles, podcasts, promoting live broadcasts and advertising.

Showtime Sports Digital/Social Media , ViacomCBS, New York City

JUNE 2021 – PRESENT

- Assist in the creation of graphic and videos across all social media channels including IG, Twitter, Facebook, Snapchat, and Tik Tok.

Education

The Pennsylvania State University - Donald P. Bellisario College of Communications, University Park, PA

AUGUST 2018 – PRESENT

- Bachelor of Arts Broadcast Journalism | Minor: Digital Media

Details

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Links

[Personal Website](#)
[Graphic Design Portfolio](#)

Skills

Play By Play
Public Speaking
Social Media
Adobe Photoshop
Adobe Premiere Pro
Film Production
Directing
Leadership and Teamwork