

SYDNEY OLMSTEAD

DIGITAL MEDIA & COMMUNICATIONS SPECIALIST

City: Spokane, WA 99208 (willing to relocate)

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ABOUT ME

I am a San Diego State journalism graduate with experience in broadcast, digital, and print media. I thrive on utilizing my passion for sports to tell compelling stories and connect fans with their favorite teams. I am reliable, collaborative and self-motivated. I currently serve as the Director of Digital Media and Communications for the Spokane Chiefs, a major junior hockey team within the Western Hockey League. In my free time I enjoy reading, paddleboarding and hanging out with my dog, Diego.

EDUCATION

SAN DIEGO STATE UNIVERSITY

B.A. - Journalism (Sociology minor), Dec. 2017

RELATED SKILLS

- Adobe Premiere, Photoshop and InDesign
- News writing, editing, and production on a deadline
- Video production and editing
- Photo shooting and editing
- Social media management for all major platforms
- Graphic design
- Journalistic interviews
- Statistics and recordkeeping
- Event planning and coordination
- Team/program management

WORK EXPERIENCE

DIR. DIGITAL MEDIA & COMMUNICATIONS

Spokane Chiefs Hockey Club | August 2021 - Present

- Creates and publishes digital content, including videos, photos, and graphics, via the team's website and social media channels
- Manages the team's social media channels, including the production and scheduling of content throughout the calendar year
- Produces long- and short-form video for the team's social channels
- Identifies social media trends and utilizes them to highlight player personalities and connect fans to the team via digital media
- Covers all 68 games throughout the season (game previews/recaps, live social media updates, video highlights, etc.)
- Assists with team photography during events, games, and practices
- Leads the execution of press releases, organizational announcements, press events and other public relations tasks
- Serves as the primary point of contact for digital media and communications initiatives from the league office and external organizations
- Coordinates team interviews, appearances, and other media engagements while building relationships with local, regional and national media outlets to promote players and the organization

MULTI-MEDIA PRODUCER

KHQ-TV | June 2020 - July 2021

- Gathered and/or created media elements to build daily newscast
- Ran the show from the booth, ensuring timing and accuracy
- Actively sought out local and breaking news to cover
- Effectively communicated with studio crew, anchors and reporters in the field to keep the show running smoothly
- Edited video for news teases and daily news casts
- Utilized content management systems with local and national affiliates

CONTRIBUTOR / REPORTER

The Next | January 2021 - October 2021

- Covered Pac-12 Women's Basketball and the Las Vegas Aces
- Attended press conferences and interviewed players/coaches
- Collaborated with other reporters in our virtual newsroom
- Assisted with coverage of breaking news and miscellaneous women's basketball stories

SAN DIEGO STATE ATHLETICS MEDIA RELATIONS

Media Relations Intern | Aug. 2017 - Dec. 2017

- After two years as a sports writer and assistant editor at *The Daily Aztec*, I interned with SDSU Athletics Media Relations during my final semester
- Tracked statistics and created social media content during game nights for the football and basketball teams
- Uploaded content to the athletics website and kept it up-to-date
- Acted as a bridge between media and athletic programs and facilitated post-game press relations
- Various office duties, including transcribing interviews and writing press releases