



Kyle Cannillo

MARKETING DIRECTOR
SOCIAL MEDIA MANAGER
BROADCASTER

Details

(908)-200-5160
kcannillo1@gmail.com

Skills

Marketing & Fan Experience
Social & Digital Media
Public Relations
Game Day Operations
Adobe Creative Cloud
(Photoshop, Premiere, Lightroom)
Play-By-Play Broadcasting
Leadership, Directing, Teamwork

Profile

Award-winning marketing director, social media manager, and broadcaster with:

- Proven track record of brand building and audience growth.
- 10+ years of experience in editing, design, photography, and content creation.
- Expertise in marketing strategy, social media, public relations, and video editing.
- 400+ games of live play-by-play broadcasting experience.

Experience

Rochester Jr. Americans, North American Hockey League Senior Director of Marketing, Media, & Broadcasting

JUN 2023 – PRESENT

- Leads all marketing, digital media, fan engagement initiatives, and building the expansion franchise into a one of junior hockey’s premier organizations and winning **2024 Organization of the Year**.
- Develops and executes digital and grassroots marketing strategies that drives consistent sellout crowds and attracted more than **100,000** fans during the franchise’s first three seasons.
- Grew the team's social media presence from zero to **21,000+ followers** in three years, generating more than **30 million impressions** and establishing the organization as the East Division’s most-followed team.
- Produces and manages all team digital content, including graphics, video features, advertising campaigns, promotions, social media content, website updates, videoboard elements, and in-arena branding assets.
- Award-winning play-by-play broadcaster with 400+ games of experience, earning **2024 Broadcaster of the Year**.
- Established the Rochester Jr. Americans as the East Division’s most-viewed team on NAHLTV throughout the organization’s first three seasons.
- Leads community outreach and charitable initiatives that generated more than \$75,000 for organizations including Golisano Children’s Hospital, the Veterans of Foreign Wars (VFW), and local first responder programs.
- Directs all aspects of the game-day experience, including promotional planning, production, fan engagement initiatives, in-arena presentation, and the coordination of game-day operations staff to ensure seamless event execution.

Chippewa Steel, North American Hockey League Director of Marketing, Media, & Broadcasting

MAY 2022 – JUN 2023

- Produced graphics and video content for media platforms including Facebook, Instagram, and X, increasing the in team's social media following by **200%** and driving significant brand growth.
- Generated sponsorship and ticket revenue by developing and maintaining strong relationships with local businesses, schools, community organizations, and fans.
- Directed and executed all aspects of the in-arena game-day experience, including entertainment, promotions, and live event presentation.

Showtime Sports, CBS Paramount | Digital Media Coordinator

JUN 2021 – MAR 2023

- Distributing, editing, and posting social content for Showtime brands including Showtime Boxing, All The Smoke, Morning Kommat, and ShoBasketball.
- Use analytics to create weekly reports for Showtime Sports digital content to help the team identify trends and improve digital strategies across all platforms.

New Jersey Devils, MSG Networks | Broadcast & Social Intern

SEPT 2020 – AUG 2022

- Experience working with the MSG Networks' broadcast, production, and social media team covering the New Jersey Devils.

Penn State CommRadio | Social Media Director & Broadcaster

AUG 2018 – MAY 2022

- Responsible for promoting live broadcasts, articles, podcasts, and advertising.
- Creating graphics and style guides that aim to give CommRadio's social platforms a distinct look, feel, and tone.
- Play-by-Play broadcaster for 60+ high-profile Penn State Athletics events.

Education

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

- Bachelor of Arts Broadcast Journalism | Minor: Digital Media