



# Kyle Cannillo

BROADCASTER  
MARKETING DIRECTOR  
SOCIAL MEDIA MANAGER

## Details

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## Skills

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

## Profile

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

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

## Experience

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

JUN 2023 – PRESENT

- Award-winning play-by-play broadcaster with 400+ games of experience, earning **2024 Broadcaster of the Year** and helping drive the Jr. Americans to become the East Division's most-viewed team on NAHLTV.
- Leads all marketing, digital media, broadcasting, and fan engagement initiatives, 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.
- 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 Broadcasting, Marketing, & Operations

MAY 2022 – JUN 2023

- Served as play-by-play broadcaster for all home and away games, producing live game broadcasts on NAHLTV.
- Produced graphics and video content for media platforms including Facebook, Instagram, and X, increasing the in team's social media following by **200%**.
- Directed and executed all aspects of the in-arena game-day experience, including entertainment, promotions, and live event presentation.

### Big Ten Network Plus | Play-By-Play Broadcaster

AUG 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.

### 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 | Broadcaster & Social Media Director

AUG 2018 – MAY 2022

- Play-by-Play broadcaster for 60+ high-profile Penn State Athletics events.
- Responsible for posting articles and promoting live broadcasts.

### Showtime Sports, CBS Paramount | Digital Media Coordinator

JUN 2021 – MAR 2023

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

## Education

### The Pennsylvania State University | Bellisario College of Communications

AUG 2018 – MAY 2022

- Bachelor of Arts, Broadcast Journalism | Minor: Digital Media | Dean's List