Laura Stickells lcstickells@gmail.com

EDUCATION

Boston University Sept 2020 – May 2022

Master of Science in Journalism | GPA 4.0

Stanford University Sept 2014 – June 2018

Bachelor of Arts with Honors in Communication | Minor in Data Science | GPA 3.6

• Activities and Athletics: Varsity Lightweight Rowing (two-time national champion and 2018 CRCA Scholar Athlete), The Stanford Daily (Managing Editor of Sports) and Pi Beta Phi sorority.

AWARDS

SKILLS

Alaska Press Club, Best Sports Reporting 2020

1st Place - Yukon Quest champ Brent Sass' legendary leader Silver 'gone but never forgotten'

3rd Place - A beacon of hope, Fairbanks baseball shines through adversity

Production: Adobe Creative Suite, multimedia writing, video shooting and editing, photography

Analytics: R, SQL, Python, Excel, Tableau, R Shiny, Google Analytics

SELECTED WORK EXPERIENCE

Hockey East on NESN and ESPN+

Boston, MA

Freelance Reporter and Digital Producer

Dec 2020 - Present

- Primary rinkside reporter for Boston University men's hockey and reporter for other Hockey East broadcasts.
- Conduct live in-game hits and interviews airing on NESN, ESPN+ and on in-arena video boards.
- Travel with Boston University's men's hockey team to select away games, conducting interviews, taking photos and shooting video for in-game social media content.
- Pitch, produce and edit video features for social media, broadcast intermissions and in-arena video board content.

New England Sports Network

Boston, MA

Red Sox and Bruins Stage Manager

May 2022 - Present

- Organize and distribute promotional readings to talent in the broadcast booth at Fenway Park and TD Garden.
- Mediate director-to-broadcast-team communication and make necessary in-game stage adjustments.

AMPLIFIED with Megan Reyes

June 2021 - Dec 2021

Producer and Editor

- Produced and edited all episodes of AMPLIFIED, a sports and mental health podcast hosted by Megan Reyes.
- Executed every step of the production and editing process, including researching and writing questions for guests, editing episodes, clipping compelling moments for social media and uploading episodes to Simplecast.

Fairbanks Daily News-Miner

Fairbanks, AK

Sports Reporter

June 2019 - June 2020

- Wrote approximately eight stories a week, including recaps, features and previews.
- Covered Division I hockey at the University of Alaska Fairbanks in addition to local Alaskan sports, including the World Eskimo Indian Olympics, sled dog racing and snowmobile racing.
- Shot and edited my own photos using Adobe Photoshop and Lightroom.
- Managed the sports section for two six-week periods while the section editor was out of the office.

Pac-12 Networks San Francisco, CA

Sports Business Fellow

Oct 2018 – May 2019

- Built dashboards illustrating ROI for on and off-channel advertisements to help make data-driven marketing decisions.
- Built recap decks outlining marketing efforts and results for the 2018-19 basketball and gymnastics seasons.
- Assisted with ticket distribution, on-site partner activations and in-game promotions for corporate partners at the Pac-12 Football Championship Game and Pac-12 Basketball Tournament.