



# DREW STEELE

BROADCASTER - MEDIA RELATIONS - SOCIAL MEDIA

## EXPERIENCE

### DIRECTOR OF MEDIA RELATIONS

#### MADISON CAPITOLS | 2022 - PRES

- Play-by-play broadcast duties on FloHockey and Caps Radio
- Conduct player and coach interviews for pregame and video content
- Handled media and public relations for team
- Responsible for all social media platforms and content
- Updated, maintained and designed content for team website
- Created, produced, edited, filmed, and talent for online video content
- Designed graphics for website, social media, marketing, and advertising
- Responsible for daily game notes, press releases, and in-arena entertainment
- Brought in over \$130,000 in sales since the summer of 2023



### DIRECTOR OF BROADCASTING & MEDIA RELATIONS

#### CORPUS CHRISTI ICERAYS | 2021 - 2022

- Play-by-play broadcast duties on HockeyTV and Brewster Street Radio
- Responsible for daily content and management of social media channels
- Served as media contact for team with local media and radio
- Created graphics for in-arena entertainment, social media, and marketing
- Editor-in-Chief of IceRays Game Day Program at American Bank Center
- Appeared on a weekly radio show in Corpus Christi to keep updates on the team



### SPORTS DIRECTOR

#### 88.1 FM KVSC | 2017 - 2021

- Play-by-play broadcast duties for St. Cloud State men's and women's hockey
- Oversaw staff of fifteen volunteer broadcasters to schedule broadcasts
- Managed KVSC Sports social media channels
- Enhanced engagement on both the KVSC main website and social media
- Broadcasted multiple sports at the Division I, Division II, and high school levels.



### VICEROY

#### BARSTOOL SPORTS | 2018 - 2021

- Created and grew BarstoolSCSU social media accounts from scratch starting in 2018.
- Built a highly engaged audience through strategic content creation.
- Coordinated weekly initiatives with supervisors in New York.
- Designed graphics, edited video, and unique content to grow the account.



### ALSO SEEN IN...

- One of two play-by-play voices of the WIAA State Hockey Tournament
- Broadcaster of the 2025 Chipotle USA Hockey 16U and 150 National Championships
- Play-by-play for Corpus Christi Hooks, the Double-A affiliate of the Houston Astros
- Videographer for NHL Stick Tap for Service, which was aired on TNT during 2022 NHL Playoffs
- Play-by-play for ESPN+ with Texas A&M-Corpus Christi baseball and softball
- Radio host and play-by-play for WCMP Radio
- Podcast host and producer for the Youth Hockey Hub.



## CONTACT



### LOCATION

Madison, Wisc.



### PHONE

320-438-4322



### EMAIL

andrewcsteele@icloud.com



### WEBSITE

drewsteelexp.wixsite.com/  
website

## SOCIAL



### FACEBOOK

wooltsdrew



### TWITTER

wooltsdrew



### INSTAGRAM

wooltsdrew



### LINKEDIN

drewsteelexp

## EDUCATION



### ST. CLOUD STATE UNIVERSITY

B.S. in Mass Communications  
2021

## REFERENCE



### ANDREW JOUDREY

President/CEO of LEGACY20  
(608) 515-1364

### ANDY BRANDT

Head Coach of Capitols  
(404) 862-7890

### BLAKE THEISEN

Former Broadcast Partner  
(612) 807-7026

## SKILLS

MS Office

Photoshop

Illustrator

InDesign

Video Editing

Sound Editing

Twitter

Facebook

Instagram

