

HOPE FROST

757-619-9911 | hcfrost@asu.edu | www.linkedin.com/in/hopefrost | <https://hopefrost.com/>

BRIEF OVERVIEW

Graduate student at ASU's Cronkite School and Duke University alumna competing as a Division I athlete in both cross country and triathlon. Experience in baseball operations, player evaluation, and performance analytics. Skilled in translating data and statistical analysis into actionable insights through scouting reports and performance evaluations. Passionate about using data to support player development and organizational decision-making.

EDUCATION

- Arizona State University — Walter Cronkite School of Journalism and Mass Communication
M.A., Sports Journalism, Expected July 2026
- Duke University
B.A., Economics | Minor in Journalism & Media Studies, May 2025
3.74 GPA

WORK EXPERIENCE

- Arizona State University — Baseball Program
Data Analytics Student Manager, Fall 2025 – Present
 - Operate TrackMan during practices and games to capture and analyze player performance data, maintaining accurate performance databases for player evaluation.
 - Develop scouting reports, statistical analyses, and performance dashboards that translate complex data into actionable insights for coaches and baseball operations staff.
- Cronkite News — Audience Engagement & Social Media
Summer 2026 – Present
 - Analyzed digital audience performance using engagement metrics and data visualization to identify content trends and support newsroom strategy.
 - Produced sports coverage across high school, collegiate, and professional athletics.
- Arizona Interscholastic Association (AIA)
Student Journalist, Fall 2025 – Spring 2026
 - Report on high school athletics across Arizona, writing game recaps, features, and athlete profiles for AIA's digital platforms.
- Duke University — Office of Translation and Commercialization
Data Management & Marketing Intern, Summer 2024 – Summer 2025
 - Managed intellectual property databases, maintained data integrity, and improved reporting workflows.
 - Created reports supporting commercialization initiatives.
- Smithfield Foods
Corporate Communications Intern, Summer 2023
 - Managed and updated corporate media databases to improve communications workflows; created digital content across all platforms.

ACADEMIC PROJECTS

- Infield Defense & Offensive Performance — ASU Baseball Analytics
 - Designed a Python-based research study of 4,123 NCAA infielders, developing a custom defensive metric and conducting statistical analyses to evaluate relationships between defensive performance and offensive production.
 - Identified significant correlations across seven offensive metrics and translated findings into coach-facing reports and presentations.
- Automated Audience Analytics Dashboard — Cronkite News
 - Built an automated audience engagement scoring system using the Parse.ly API and Python to evaluate content performance across multiple engagement metrics.
 - Developed an interactive dashboard comparing reach and engagement depth by content section and automated post-publication reports benchmarking performance against section averages.

HONORS AND EXTRACURRICULAR ENDEAVORS

- Athletics
 - NCAA Division I Cross Country and Track Athlete, Duke University 2021-2025 (Team Captain 2024-2025)
 - NCAA Division I Triathlete, Arizona State University 2025-2026
 - Team USA Triathlon, PATCO Junior Championship Team
- Leadership & Media
 - Visual Editor of Equilibria, Duke University's Economics Journal
 - Member of Duke Athletics Emerging Leadership program, Duke Athletics A.C.T.I.O.N leadership program, and Duke AIA
- Academic Honors
 - Co-Author of Honors Thesis: *How the Expansion of Medicare under the Affordable Care Act has impacted Child Mortality in the United States*

SKILLS

- Technical Skills: STATA, Python, TrackMan, Athlete Performance Tagging, Scouting Report Development, Adobe Creative Suite, Photoshop, Lightroom, DSLR camera operation, Canva, Microsoft Excel/Word/PowerPoint, Google Workspace, Asana, Zoom/Teams
- Professional Skills: Sports Data Analysis, Leadership, Communication, Teamwork, Time Management, Research, Storytelling