

HOPE FROST

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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. Skilled in corporate communications, research, and leadership, with proven ability to balance high-performance athletics and professional responsibilities. Experienced in content production, social media strategy, and data-driven storytelling across academic, athletic, and professional settings. Passionate about using media to amplify athlete voices and connect with diverse audiences in sports and beyond.

EDUCATION

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

WORK EXPERIENCE

- Duke University — Office of Translation and Commercialization
Data Management & Marketing Intern, Summer 2024 – Summer 2025
 - Maintained accuracy of Duke's intellectual property and commercialization databases, streamlining reporting processes.
 - Developed branded social media campaigns and outreach initiatives that increased engagement with faculty and industry stakeholders.
 - Assisted in designing marketing materials and logos, strengthening departmental visibility within Duke and beyond.
- Smithfield Foods
Corporate Communications Intern, Summer 2023
 - Managed Smithfield's master media list to improve targeting of external communications.
 - Redesigned the Digital Asset Management (DAM) process, improving efficiency for the communications team.
 - Created and published social media content that expanded company visibility and employee engagement.
 - Proposed and executed Smithfield's 2023 Health Fair plan, including vendor selection, promotional materials, and event branding.

HONORS AND EXTRACURRICULAR ENDEAVORS

- Athletics
 - NCAA Division I Cross Country and Track Athlete, Duke University (Team Captain 2024-2025)
 - NCAA Division I Triathlon Athlete, Arizona State University
 - Team USA Triathlon, PATCO Junior Championship Team
- Leadership & Media
 - Visual Editor of Equilibria, Duke University's Economics Journal
 - Editor and Content Producer, Duke UNCUT, Student-athlete-led broadcasting/journalism/media platform
 - Member of Duke Athletics Emerging Leadership program, Duke Athletics A.C.T.I.O.N leadership program, and Duke AIA (Athletes in Action)
- Research & 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*
 - Selected Coursework Research in Economics & Sports Media

ACADEMIC PROJECTS

- Qualitative and Quantitative Art-Market Research Project
 - Modeled correlations between 977 media mentions (1983-2019) and 500+ auction sales (2018), translating statistical findings into visuals and commentary while ensuring transparency in how fame was measured to represent valuation trends to analysts and general audiences.
- Research Study on the Impact of Remote Work on Productivity in Dual-Income Households
 - Analyzed dual-income household productivity under remote work conditions, identifying implications for labor economics and family policy.
- Developmental Economics Research Paper on the Relationship Between Healthcare Access and Child Mortality in India
 - Conducted a DHS-based cross-sectional study, finding correlations between healthcare access and child mortality; proposed policy interventions for improved accessibility.

SKILLS

- Technical Skills: Adobe Premiere Pro, Photoshop, Canva, STATA, R, Microsoft Excel/Word/PowerPoint, Google Workspace, Asana, Zoom/Teams
- Professional Skills: Leadership, Communication, Teamwork, Time Management, Research, Storytelling