

# HOPE FROST

757-619-9911 | [hcfrost@asu.edu](mailto:hcfrost@asu.edu) | [www.linkedin.com/in/hopefrost](https://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. 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.

## WORK EXPERIENCE

- Arizona State University — Baseball Program  
*Data Analytics Student Manager, Fall 2025 – Present*
  - Operate TrackMan software to capture and analyze pitch and player performance data during practices and games.
  - Tag and categorize players, pitches, and outcomes to maintain a structured and accurate performance database.
  - Develop scouting reports that translate raw data into actionable insights for coaches, scouts, and staff.
  - Build statistical summaries and dashboards to support player evaluation, training adjustments, and game strategy.
- Arizona Interscholastic Association (AIA)  
*Student Journalist, Fall 2025 – Present*
  - 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*
  - 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.

## 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

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