


LAURA HUSTON

MARKETING | SPORTS MANAGEMENT

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312 McKee Place, Pittsburgh, PA 15213 

EDUCATION

University of Pittsburgh

Pittsburgh, PA | December 2024 | 3.75 GPA
College of Business Administration
Bachelor of Science in Business Administration
Major: Marketing
Certificate: Sports Management

Delaware County Community College

Exton, PA | 2020 - 2021 | 4.0 GPA
Dual Enrollment - 18 credits
President's List 2021

ACTIVITIES

Sports Business Association (SBA)

President | January 2023 - January 2024
VP Corporate Relations | Jan 2022 - Jan 2023

- Facilitating the growth of SBA's professional network throughout the university and nationally
- Organize guest speakers for our weekly meetings and plan professional events for members
- Oversee all operations of the organization and work as the liaison between SBA and the College of Business Administration

Women in Sports and Events (WISE)

VP of Marketing | January 2022 - January 2023

- Involved in the success and growth of women in the business of sports and events
- Providing social media content through multiple platforms and maintaining engagement

Pitt Dance Marathon (PDM)

Marketing Panel | August 2022 - August 2023

- Assisting with ideation and marketing strategy, while uniting to change kids' health and change the future by raising the critical funds needed by Children's Miracle Network Hospitals

PROFESSIONAL EXPERIENCE



Social Media Intern

Premier Lacrosse League | May 2024 - October 2024 | Remote/On-site

- Utilized Adobe Creative Suite to create content focused on growing the game of lacrosse and the Premier Lacrosse League Fanbase and Community
- Responsible for creating compelling and engaging content for the @PLL TikTok and YouTube Shorts accounts
- Produced and published gameday and in-game content, including color commentating and play-by-play, collaboratively with our content and production team in real-time on X
- Developed and executed posting schedules for both the @PLLBets and @ProLacrosseHOF Instagram pages
- Effectively captured verticle UGC content to be used across all social platforms



Social Media Marketing Intern

Pitt Athletics | October 2021 - Present | Pittsburgh, PA

- Work alongside the Pitt Athletics team to assist in the office with social media strategy, metrics and data analysis, research, and working at events
- Assist with game day operations by helping with social media presence, content creation during games, sponsored assets, and communication efforts
- Collaborate with notable alumni, talent, and influencers to capture viral content and drive event tune-in



Media Relations Intern

Pittsburgh Penguins | September 2023 - January 2024 | Pittsburgh, PA

- Wrote and compiled in-game notes for all home games at PPG Paints Arena
- Assisted with game day responsibilities including, creating and distributing credentials, maintaining media level, providing statistics to coaching staff, upper management, and media; and handling interactions professionally
- Worked alongside the communications team during postgame press conferences for set-up and gathering of audio



Ticket Operations in Group Sales Intern

Boston Red Sox | June 2023 - August 2023 | Boston, MA

- Contributed to the development and execution of gate giveaways, theme nights, and promotional events
- Worked to generate ticket revenue through email marketing
- Built meaningful connections with fans while distributing promotional items
- Volunteered at events such as the Pickle4 Ballpark Series, Thompson Island OBEC, and The Greater Boston Food Bank

ADDITIONAL EXPERIENCE

NCAA March Madness Tournament

Media Sport Staff | March 2022

- Assisted the media relations staff at the first and second rounds of the March Madness tournament hosted in Pittsburgh, PA

Pitt SBA x Pittsburgh Steelers: Partnership Ideation Project

Team Member | September 2021 - December 2021

- Worked effectively as a team to develop and present a strategy that would help connect the Pittsburgh Steelers Organization to the 18-25 year old audience in the local Pittsburgh region and across the country