



PRESS RELEASE

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Allison Ouellette Named Hockey East Creative Coordinator

Former League Intern Returns in Full-Time Role

AMESBURY, Mass. - The Hockey East Association announced today that Allison Ouellette will rejoin the league office as its new Coordinator of Digital Content and Creative Services.

After serving as Hockey East's 2024-25 Graduate Intern, Ouellette steps into her new full-time role positioned to further elevate the league's visual identity and storytelling. She is focused on increasing fan engagement by developing fresh, narrative-driven content.

During her previous time with the league, Ouellette played a central role in producing *Hockey East Magazine* and assisted with many aspects of the league's digital content strategy. She also managed coverage of member institutions during the NCAA Tournament and contributed to growing Hockey East's presence across social platforms.

Her career in sports began as a graphic designer and photographer and she remains passionate about using digital media and visual storytelling as tools for connection, promotion, and fan experience.

Ouellette holds a B.A. in Political Science from the University of Vermont ('24) and an M.S. in Sport Leadership from Endicott College ('25).

While at UVM, Ouellette gained hands-on experience in media and marketing through several roles. As a Graphic Design Intern for both Vermont Sports Properties and the UVM Athletics Marketing & Fan Engagement team, she honed her skills in media production, content creation, and project management. She also served as the Social Media and Operations Intern for the men's hockey program, where she created multimedia content, highlighted player stories and community initiatives, and collaborated with sponsors to boost program visibility.

Ouellette is excited to return to Hockey East to continue telling the league's stories in creative and compelling ways. She began her work on September 15, 2025.

HOCKEY EAST

