

MINNESOTA CROOKSTON ATHLETICS



HUNTER PLANTE
ASSISTANT MARKETING AND COMMUNICATIONS DIRECTOR

General | 1/4/2019 2:46:00 PM | Shawn D. Smith, Director of Athletic Media Relations

Minnesota Crookston Announces Hunter Plante as Assistant Marketing and Communications Director



CROOKSTON, Minn. – The University of Minnesota Crookston athletic department announced the hiring of Hunter Plante as assistant marketing and communications director. Plante most recently served as an intern for the Minnesota Crookston athletic department from May to December of 2018. In his position, Plante will work in conjunction with Assistant Athletics Director Kamille Meyer to market and promote Minnesota Crookston's 11 athletic programs. In addition, he will assist Director of Athletic Communications Shawn Smith with communications efforts for the entire athletic department.

"We are very excited to add Hunter to our staff," said Director of Athletics Stephanie Helgeson. "Hunter is a very motivated person with a great passion for athletics. He impressed me with how he was able to help elevate our marketing and communications efforts, as well as our staff as a whole, while completing his internship with our department. Hunter will continue to help aid our department with his work ethic and ideas and we can't wait to see how he grows as a professional as he starts his position at Minnesota Crookston."

"I am very excited about receiving the opportunity to work at an outstanding institution, the University of Minnesota Crookston," Plante said. "In my short time as an intern, I have developed a great fondness for the university and can't wait to learn and grow in my position. I hope to help the athletic department to the best of my abilities."

During his seven-month internship, Plante's primary focus was to help elevate the marketing and promotions efforts of the University by aiding in the creation of a marketing plan. He also helped organize the marketing and promotions students on game days and helped to spearhead in-game promotions.

In addition, Plante also assisted with the communication efforts of Minnesota Crookston. He wrote and distributed press releases for several sports, including soccer, men's and women's basketball, volleyball, and football. Plante was the primary communications contact for soccer. He also provided game statistics for the Golden Eagle soccer program. In addition, he aided with game notes, social media efforts, and special projects. He also helped host video segments and record advertisements for the institution. Plante also assisted with game management for sporting events.

Prior to his internship at Minnesota Crookston, Plante was a radio engineer and technician for the University of North Dakota athletic department. During his three years assisting with the radio efforts at UND, Plante edited soundbites, announced North Dakota volleyball on the radio, and ran the scoreboard for football games. He also helped with radio game day management for UND football games, and set up radio equipment for the UND Ground Round Coaches Show.

In addition, Plante has served as a sports writer for the Erskine Echo since May 2013. His primary responsibility has been writing a weekly sports column for the paper. Plante also served as a radio station intern for KRJM Radio under Jim Birkemeyer. He broadcasted and announced area high school athletic events including football, basketball, baseball, and track and field. Plante also provided voice-over work for radio commercials, and ran scoreboard for high school sports.

Plante earned his Bachelor of Arts in Communication from the University of North Dakota in December of 2018. He also had a minor in sports business. Plante is a native of Erskine, Minn., where he attended Win-E-Mac High School. He will reside in Crookston, Minn.

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