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MEDIA RELEASE

HEYWARD NAMED NEW DIGITAL MEDIA COORDINATOR

LOS ALAMITOS, CA – The CIF Southern Section is pleased to announce the hiring of Ms. Chelsea Heyward for the position of Digital Media Coordinator.

Ms. Heyward officially begins her position July 1, where she will have overall responsibility of all online digital media content for all CIF-SS platforms.

“We are very excited to welcome Chelsea Heyward to our staff as our first Digital Media Coordinator,” stated CIF-SS Commissioner of Athletics Rob Wigod.

“Chelsea is extremely bright, creative, and an innovator, who will add her many talents to our ongoing effort to expand our communication platforms with our member schools and all of our stakeholders,” added Wigod. “We are truly looking forward to the contributions Chelsea will make to the CIF Southern Section.”

Ms. Heyward brings six years of strong and diverse expertise in social and digital media. It is in this space that her talents have been utilized in both the food and sports industries.

Ms. Heyward comes to the CIF-SS after working with LT Foods Americas in the position of Social Media Manager. During her two years in the role Ms. Heyward oversaw 14 social platforms across three brands in consumer-packaged goods.

Prior to that Ms. Heyward worked at LaChica Sports, and 8Degrees PR where she oversaw the social platforms, websites, and graphic design needs for a variety of brands and athletes.

Ms. Heyward also worked as an intern at the CIF-SS where she helped build and innovate a social media program that went from zero to leading the nation in the high school space.

In addition, to professional pursuits, Ms. Heyward is currently working on her Ed.D at The University of Southern California in Organization Change and Leadership with a focus on professional athlete activism. Ms. Heyward received her Master’s Degree in Sport Management and Bachelor’s in Psychology, both from California State University Long Beach.

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