

# Luke Daniel Cross

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(727) 851-2814

Madison, WI / St. Petersburg, FL [Portfolio](#)

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## WORK EXPERIENCE

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### Website and Communications Lead

Oct. 2021 – Present

*National Ethics Project*

*Remote*

- Manage small web dev and comms team producing short form web content and email marketing
- Develop editorial calendar and coordinate internal messaging between public and private partners
  - Organically grew 6,500+ strong mailing list, and 25k followers across social media

### Mass Comm. Teaching & Research Assistant

Aug. 2020 – Oct. 2022

*University of Wisconsin–Madison*

*Madison, WI*

- Teaching Assistant for J202: Mass Media Practices
  - Taught advertising copy, editing and multimedia software for 6 hours of weekly lab work
- Research Assistant for Project DATA
  - Qualitatively analyzed public messaging of political nonprofits and campaigns

### Shadid Multimedia Fellow

Aug. 2019 – Aug. 2022

*Center for Journalism Ethics*

*Madison, WI*

- Filmed and edited ethics training resources for communications professionals

### Documentary Co-Producer

Oct. 2017 – Nov. 2018

*St. Pete Unfiltered*

*St. Petersburg, FL*

- Created internal style guide, coordinated editorial calendar, aligned branding across social media

### Reporter & Editor

Oct. 2016 – Aug. 2019

*The Crow's Nest*

*St. Petersburg, FL*

- Student reporter and editor for University of South Florida's student paper

## EDUCATION

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### University of Wisconsin, Madison

Aug. 2020 - May, 2022

*Graduate Studies, Journalism and Mass Communication*

*Madison, WI*

- Program focus on advertorial development and project management

### University of South Florida

Jan. 2016 - March, 2020

*BA/MA, Digital Media and Journalism*

*St. Petersburg, FL*

- Program focus on audio-video production and data viz

## SKILLS

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- **Skills:** Copy editing & writing; multimedia development (Focus on audio-video & interactive data viz); project management; social media metrics and analysis; Wordpress / HTML / CSS / Java / PHP