

DAKOTA CRAWFORD.com

INNOVATIVE • ENGAGING • ENTERPRISING • JOURNALIST



317-679-0401



dakotamcrawford@gmail.com



@DakotaCrawford_



EXPERIENCE

THE MUNCIE STAR PRESS

A Gannett newspaper covering Delaware County, Muncie and the surrounding communities

Ball State sports reporter | Oct. 2015 - Present

- Work 40 hours per week as a full-time student at Ball State
- Build personal brand, drive traffic through Facebook, Twitter, Instagram and Snapchat
- Obsess over analytics to learn what readers want to read about
- Publish 6-8 pieces of content per week including gamers, profiles, enterprise, analysis and social aggregation pieces

THE INDIANAPOLIS STAR - PULLIAM FELLOW

One of eight journalists chosen for a 10-week fellowship with the Indianapolis Star, a leading Gannett newspaper

Digital intern | June 2015 - Aug. 2015

- Independently managed IndyStar social media accounts
- Led a social media analytics project covering two Indy Star brands on Facebook and Twitter
- Used Chartbeat, Omniture, Facebook analytics, Twitter analytics
- Published 23 pieces of content including social reaction pieces, listicles, features, interactives, video and IndyStar's Cheat Sheet

THE FORT WAYNE NEWS-SENTINEL

Pulitzer Prize-winning daily newspaper in Fort Wayne, Ind.

Sports intern | May 2014 - July 2014

- Produced 25 articles, 20 photos and six videos
- Helped refine sports section's social strategy
- Designed five web pieces, including template for News-Sentinel web series on high school basketball recruiting
- Contributed multimedia: Two podcasts, two graphics, two Google



REFERENCE

Amy Bartner | Indianapolis, Ind.

Downtown reporter, IndyStar

317-650-4280

amy.bartner@indystar.com

John Strauss | Muncie, Ind.

Ball State Daily News Adviser

765-285-8218

jcstrauss@bsu.edu

Justin Kenny | Fort Wayne, Ind.

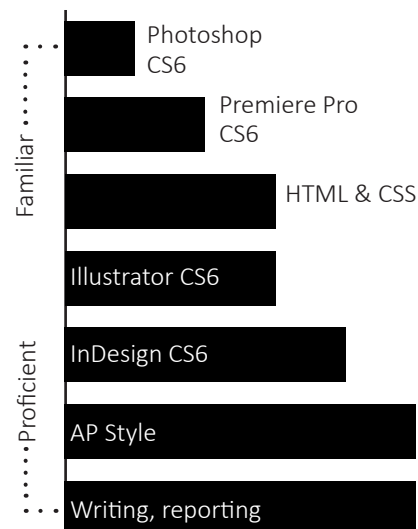
Digital specialist, The News-Sentinel

260-580-1082

jkenny@news-sentinel.com



SKILLS



EDUCATION

Ball State University

Degree Expected: Bachelor of Arts

Major: Telecommunications and journalism

Expected Graduation: May 2016

Ask me
about

- A short six weeks as Daily News editor-in-chief
- Working in the 2015 ONA Student Newsroom
- Traveling to Sochi for the 2014 Winter Olympics
- My recent enchanting visit to Washington D.C.