

# DAKOTA CRAWFORD

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## EXPERIENCE

### THE INDIANAPOLIS STAR

A leading Gannett newspaper

**Digital sports producer** | May 2017 - present

- Help create and guide sports section's social strategy
- Improve headlines, craft SEO keywords to boost search traffic
- Produce 10-plus pieces of quick-hitting digital content per week
- Assist in covering Colts, Pacers, Fever, IndyCar, Notre Dame as needed
- Create video, galleries, blogs, quick illustrations to complement stories

Also worked as a digital Pulliam Fellow in 2015

### THE MUNCIE STAR PRESS

A Gannett newspaper in Muncie, Indiana

**Ball State sports reporter** | Oct. 2015 - May 2017

- Covered Ball State football and men's basketball while chipping in occasional prep coverage
- Posted sports section's content to Facebook and Twitter, daily
- Responsible for writing headlines, planning print product and managing section, which had no editor
- Obsessed over analytics to learn what readers want
- Published 6-8 pieces of content per week including gamers, profiles, enterprise, analysis and social aggregation pieces

### 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 Maps and one Storify

Ask me  
about

- Six weeks as editor-in-chief of my student paper
- Working in Sochi for the 2014 Winter Olympics
- My undying love for the mid-range jumper
- Craft beer and Halo Top

## REFERENCE

**Allison Carter** | Indianapolis

Social media editor, IndyStar  
317-753-5603  
allison.carter@indystar.com

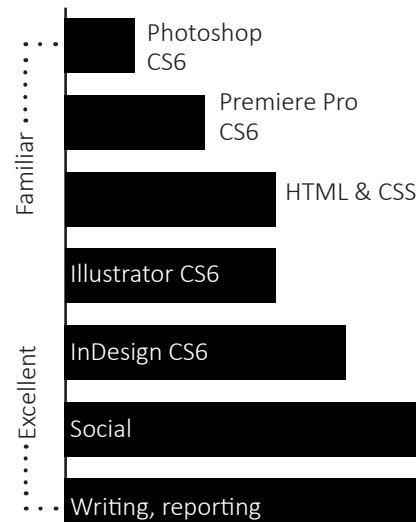
**Greg Fallon** | Muncie, Ind.

Executive editor, The Star Press  
765-717-0105  
gfallon@muncie.gannett.com

**Amy Cavanaugh** | DC

Art director, Washington Post  
202-411-1690  
amy.cavanaugh@washpost.com

## SKILLS



## EDUCATION

**Ball State University**

Bachelor of Arts  
Dual major: Telecommunications  
and journalism