

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, Ind.

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

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Greg Fallon | Muncie, Ind.

Executive editor, The Star Press

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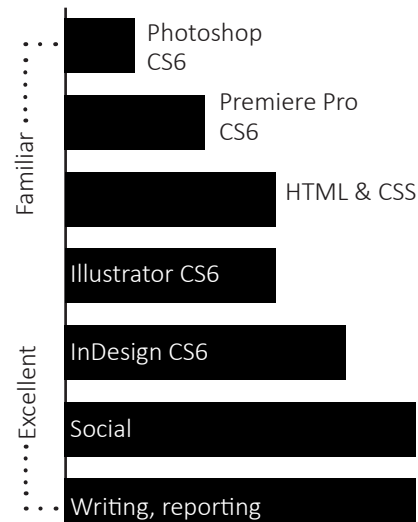
Amy Cavenaile | DC

Art director, Washington Post

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SKILLS



EDUCATION

Ball State University

Bachelor of Arts

Dual major: Telecommunications and journalism