

# DAKOTA CRAWFORD

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## EXPERIENCE

### THE MUNCIE STAR PRESS

A Gannett newspaper covering Muncie, Indiana and other communities in Delaware County

**Ball State sports reporter** | Oct. 2015 - Present

- Cover Ball State football and men's basketball while chipping in occasional prep coverage
- Build personal brand, drive traffic through Facebook, Twitter, Instagram and Snapchat
- Responsible for writing headlines, planning print product and managing section, which has no sports editor
- Obsess over analytics to learn what readers want
- Publish 6-8 pieces of content per week including gamers, profiles, enterprise, analysis and social aggregation

### THE INDIANAPOLIS STAR - PULLIAM FELLOW

One of eight journalists chosen for a 10-week fellowship with the Indianapolis Star

**Digital intern** | June 2015 - Aug. 2015

- Independently managed IndyStar social media accounts
- Led a social media analytics project covering two IndyStar 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, Indiana.

**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

- 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
- Why I still love the mid-range jumper

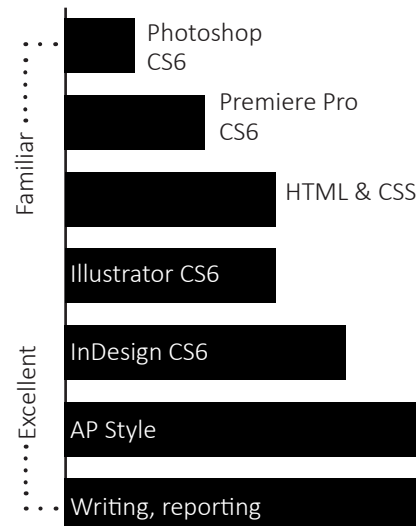
## REFERENCE

**Amy Bartner** | Indianapolis  
Downtown reporter, IndyStar  
317-650-4280  
amy.bartner@indystar.com

**John Strauss** | Muncie, Ind.  
Ball State Daily News Adviser  
765-285-8218  
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**Adam Baumgartner** | New York  
UX designer, Thrillist  
574-340-4488  
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## SKILLS



## EDUCATION

**Ball State University**  
Bachelor of Arts  
Dual major: Telecommunications  
and journalism