

# DANA BURKE

www.DanaBurke.com  
Dana@DanaBurke.com

 @Dana\_Burke

 /in/DanaMBurke

 /DanaMBurke

 DanaBurke

 /DanaBurke

 @Dana\_Burke

## MEDIA EXPERIENCE

**ORANGE & BLUE MAGAZINE** | editor-in-chief | Aug. '13 to Dec. '13

— A student-run general-interest magazine published semi-annually

- Directed a staff of 20 to produce print and digital versions
- Responsible for all final editorial decisions including copy editing and art
- Highlights: Wrote back-of-book fashion feature, conceptualized cover art

**VIACOM: MTV** | off-air creative intern | June '13 to Aug. '13

— The in-house creative department for print and digital marketing initiatives

- Assisted producers and design directors with campaign management and production, including photo research, archival projects and material routing
- Highlight: Pulled press images used for VMA '13 creative deliverables

**HEARST: TOWN & COUNTRY** | fashion editorial intern | June '13 to Aug. '13

— America's oldest lifestyle magazine (monthly circulation: 460,000)

- Managed samples, pulled accessories for photo shoots and wrote credits
- Highlight: Pulled gloves used in Chloë Sevigny's Nov. 2013 cover spread

**THE INDEPENDENT FLORIDA ALLIGATOR** | editor | Aug. '12 to May '13

— The nation's largest student-run newspaper (daily circulation: 35,000)

- Managed 30 freelance writers, assigned stories, wrote headlines and edited copy for print and online versions of the entertainment section
- Highlights: Revamped social media presence, introduced reader contests

**LOGY MEDIA INC.** | fashion and beauty editorial intern | May '12 to July '12

— An entertainment website with user-produced and editorial content

- Researched, conceived, wrote and tagged SEO-friendly news and feature articles including a weekly celebrity best-and-worst-dressed list
- Monitored trends and used social media platforms to promote content
- Highlight: Wrote 70+ stories on daily traffic-based deadlines

**THE INDEPENDENT FLORIDA ALLIGATOR** | photo editor | Aug. '11 to May '12

— The nation's largest student-run newspaper (daily circulation: 35,000)

- Delegated news, feature and sports assignments to 35 photographers
- Wrote cutlines, maintained archives and edited photos for print and online
- Highlight: Designed 15 full-page special edition covers

**BOCA RATON OBSERVER MAGAZINE** | editorial intern | May '11 to Aug. '11

— A South Florida-focused lifestyle magazine (monthly circulation: 27,000)

- Proofread and fact-checked all editorial pieces, wrote local features and requested press materials from public relations representatives
- Highlight: Wrote a full-page feature on actress and singer Ariana Grande

## SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Coding: HTML5 and CSS
- Social media management
- Blogging
- Microsoft Office Suite

## EDUCATION

**The University of Florida** | Dec. '13

Bachelor of Science in Journalism

Minor in Anthropology, *summa cum laude*

**McFatter Technical Center** | June '10

Certification in Commercial Photography

Adobe Certified Associate: Visual

Communication using Adobe Photoshop

## HONORS AND INVOLVEMENT

- Reitz Union Board Entertainment Graphic Designer (Aug. '12 to May '13)
- Journalism and Communications Ambassador (Sept. '11 to Dec. '13)
- Miami Herald South Florida Scholarship ('12 and '13)
- Florida Magazine Student Association Publicity Chair (May '11 to May '12)
- Haviland Photojournalism Scholarship ('11)