

Luke Daniel Cross

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(727) 851-2814

Madison, WI / St. Petersburg, FL [Website](#)

WORK EXPERIENCE

[Website and Communications Lead](#)

Oct. 2021 – Present

National Ethics Project

Remote

- Write and edit short form web content, email marketing, and produce multimedia videos
- Manage web development and communications teams across institutions
- Develop and coordinate editorial calendar leveraging 9,000+ mailing list

Mass Comm. Teaching & Research Assistant

Aug. 2020 – Oct. 2022

University of Wisconsin–Madison

Madison, WI

- Teaching Assistant for J202: Mass Media Practices
 - Taught advertising copy, editing and multimedia software for 6 hours of weekly lab work
- Research Assistant for Project DATA
 - Qualitatively analyzed public messaging of political nonprofits and campaigns

[Shadid Multimedia Fellow](#)

Aug. 2019 – Aug. 2022

Center for Journalism Ethics

Madison, WI

- Interviewed, filmed and edited training resources for journalists and editors

Documentary Co-Producer

Oct. 2017 – Nov. 2018

St. Pete Unfiltered

St. Petersburg, FL

- Created internal style guide, coordinated editorial calendar, aligned branding across social media

[Reporter & Editor](#)

Oct. 2016 – Aug. 2019

The Crow's Nest

St. Petersburg, FL

- Student reporter and editor for University of South Florida's student paper

EDUCATION

University of Wisconsin, Madison

Aug. 2020 - May, 2022

Professional Certificate, Mass Communication

Madison, WI

- Program focus on advertorial development and project management

University of South Florida

Jan. 2016 - March, 2020

BA/MA, Digital Media and Journalism

St. Petersburg, FL

- Program focus on audio-video production and data viz

SKILLS

- **Skills:** Copy editing & writing; journalism; multimedia development (Focus on audio-video & interactive data visualizations); project management; social media; editorial calendar management; web development; Wordpress / HTML / CSS / Java / PHP