




LUKE JOHNSON

CREATIVE COPYWRITER/EDITOR

CONTACT

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 12903 SE Morrison St
Portland, OR 97233

EDUCATION

BACHELOR'S/JOURNALISM

University of Montana '04

MASTER'S/FILM PRODUCTION

Vancouver Film School '08

SKILLS

Creativity

Problems Solving

Editing

Time Management

Critical Thinking

Patience

Crafting

Research

Distillation

Collaboration

Identification

Proofing

Communication

Light Video Production

People Person

Attention to Detail

Quick Turn-around

PROFILE SUMMARY

Seasoned writer, editor, ghostwriter and content creator excited about a career pivot. Ten plus years content creation across a wide variety of media including print, web, video, film, TV and email. Proven ability to write creative, compelling copy on schedule, on brand, on point.

CORE QUALIFICATIONS

- A knack for finding "the story" -- uncovering what to say about and on behalf of clients and how to say it across multiple channels.
- Well-honed capability to juggle varied projects and priorities with changing timelines and the ability to pivot as needed to come through in the clutch
- Collaborative, communicative, adaptable, enthused, honest, excitable.
- A love of both deep dive and quick skim research to elicit innovative thinking and deliverables.
- Social media and B2B email experience

WORK EXPERIENCE

STORY EDITOR

FREELANCE // Portland, OR // 2017 – Present

Producers and screenwriters trust me with their babies as I help them tinker with and break their stories that they might one day find the screen.

- Web series, feature films, television, animation.
- Specialize in 3-act structure and finding the emotional conflict that helps drive the engine of story.
- Have helped independent features, web series and TV series to get the green light to go into production.

COPYWRITER

FREELANCE // Portland, OR // 2008 – Present

I specialize in blogs and articles, but have also written B2B, B2C, email series and web copy. I love research and knocking out assignments as well as pitching and knocking out my own.

- Published articles in the Great Falls Tribune, Missoulian, Oregonian, Willamette Weekly and Portland Mercury.
- Steeped in AP style
- Match clients' voice needs with ease; able to amplify current voice and punch up as needed
- Specialize in wit and humor if wanted

VARIED FILM INDUSTRY POSITIONS

MULTIPLE PRODUCTIONS // BRITISH COLUMBIA, ALASKA, MONTANA, OREGON// 2005 – 2010

- Worked on dozens of film shoots in a variety of positions -- from lowly grip and production assistant all the way up to first assistant director (person in charge of everything on set on a shoot of over 60 cast and crew).

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WORK EXPERIENCE (cont.)

- Successfully juggled set scheduling on a time-crunch with constant last second changes happening. Learned how to prioritize, stay on task and always come through in the clutch.

ARTS AND ENTERTAINMENT EDITOR

MONTANA KAIMIN // MISSOULA, MT // 2003 – 2004

- Responsible for content creation and editing using the Adobe Suite.
- Managed two reporters, creating assignments and deadlines.
- Wrote countless editorials, articles and a popular weekly humor column.

NEWSPAPER REPORTER (Intern)

GREAT FALLS TRIBUNE // Great Falls, MT // 2003

- Trusted to write features, profiles and hard news for a Pulitzer Prize winning newspaper.
 - Gained solid newsroom experience plus a wealth of experience performing with a deadline.
 - Wrote hundreds of articles on a time crunch.
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