

ABBY LUSCHEI

• journalist •
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EXPERIENCE

March 2020 to present SEATTLE REFINED / KOMO NEWS

Digital Producer

- Manages Seattle Refined's TikTok, Instagram and YouTube accounts, overseeing content creation, scheduling and engagement
- Has grown Refined's TikTok to 66,000 followers since its inception in Sept. 2020, which has become Sinclair Broadcast Group's first revenue-generating TikTok account
- Grew Refined's Instagram following from 46k to 103k by prioritizing IG Reels
- Produces, shoots and edits social videos for TikTok and Instagram Reels; keeps up with trends and strategizes to maintain organic growth and engagement on the platforms
- Writes original features about Seattle, concert reviews and people/public figures
- Goes live every Thursday on KOMO News' "ARC Seattle" to promote weekend events
- Assists digital editor with content strategy, ideas & execution, freelancer submissions
- Assists TV team in the field, with ideas; is occasionally featured in TV segments
- Was one of four panelists for the "Developing a TikTok Strategy: How to Authentically Reach New Audiences" at the 2023 Event and Venue Marketing Conference in Seattle

Oct. 2017 to March 2020 STATESMAN JOURNAL / USA TODAY NETWORK

Arts and Entertainment Reporter and Project Lead

- Covered arts, entertainment, life and events for a daily newspaper in Salem, Oregon
- Wrote long/short-form features, profiles, lists, breaking news and enterprise stories
- Interviewed local talent, community leaders and celebrities daily
- Featured in videos highlighting events, trends and entertainment
- Launched, coordinated and emceed the Salem Storytellers Project, an engagement series of live storytelling events (part of the USA TODAY NETWORK project)

Sept. 2017 NEW DAY NW / KING 5

Intern

- Managed/greeted on-air guests before, during and after taping of morning talk show
- Assisted producers and team with tasks before and during taping
- Wrote multiple digital stories per day from TV segments, cut video for the website

June 2015 to Aug. 2017 ODYSSEY

Contributing Writer

- Produced weekly lifestyle stories about college culture, pop culture and relationships
- Top staff writer during time with publication, contributed more than 160,000 shares and 350,000 page views nationally while in college full-time

SKILLS

- Strong reporting for digital, broadcast and print
- Comfortable on camera for live TV and social media
- Managing personal and branded Facebook, X, Instagram, TikTok, YouTube accounts
- Maintaining an editorial calendar; meet deadlines
- Content Management Systems; SEO
- AP Style; journalism ethics and standards
- Still photography; video editing programs

EDUCATION

Washington State University, 2013-2017

Bachelor of Communication:

- Journalism and Media Production
- Specialization in Multimedia Journalism / Broadcast News
- Minor in History
- Graduated *cum laude*