
ABBY LUSCHEI

www.abbyluschei.com — abbyluschei@gmail.com

WORK EXPERIENCE

STATESMAN JOURNAL

Oct. 2017 – present

ENTERTAINMENT REPORTER

- Discover and write compelling articles about local arts, people, music, events and pop culture relating to Salem and the Mid-Willamette Valley
- Experience writing short, long-form, lists, profiles, features and enterprise pieces
- Write with a strong voice that is entertaining, purposeful and engaging
- Manage personal and *Statesman Journal* social media accounts to share content, engage with readers and live-tweet about pop culture and community events
- Often featured in videos highlighting local events and discussing trending topics
- Interpret metrics from Chartbeat and Google Analytics to help understand how certain audiences consume content and to help strengthen engagement
- Cultivate working relationships with local entertainment community and readers
- Collaborate with editors and photojournalists to decide the best way to tell a story
- Monitor and cover breaking news on the weekends

STATESMAN JOURNAL

April 2018 – present

PROJECT LEAD COORDINATOR

- Launched and emcee the Salem Storytellers Project, a series of live storytelling events as part of the national USA TODAY Network Storytellers Project
- Work with selected community members for two months to coach and craft 8-10 minute stories from their real-life experiences
- Coordinate all event logistics from start to finish, connect with subscribers and non-subscribers to tell at events/attend to foster a different kind of relationship between them and the paper
- Lead a team of four coaches, liaison between National team and newsroom

VILLE MAGAZINE

July – Oct. 2017

ENTERTAINMENT WRITER

- Found, pitched and wrote entertainment stories for digital and print relating to Seattle events, people and culture
- Analyzed social media to gain insight from readers on topics and to share content
- Connected and featured prominent entertainment figures in Seattle
- Wrote the cover story for the Fall 2017 print fashion edition

ODYSSEY

June 2015 – Aug. 2017

STAFF WRITER

- Produced weekly stories relevant and important to college students
- Pitched stories to the editor-in-chief focused on college, lifestyle, pop culture and relationships
- Kept up on social trends for story ideas that would relate to readers
- Shared pieces on a variety of social media platforms
- Top staff writer during my time with publication, contributing more than 160,000 shares and 350,000 page views nationally

SKILLS

- Reporting for broadcast, digital and print
- Comfortable in front of the camera, taking photos
- Content Management Systems, digital media sites
- AP Style, story elements and structures
- Sony and Canon cameras, Adobe Premiere Pro and Avid Media Composer
- Knowledge of journalism ethics

EDUCATION

WASHINGTON STATE UNIVERSITY, 2017

BACHELOR OF COMMUNICATION

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

*References and additional work experience available upon request