

TYLER LUGINSKI

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Dynamic digital media and marketing content strategist with 3+ years of experience creating multimedia products across numerous industries. Proven capability in handling daily content production for leading media and business organizations, emphasizing creative copywriting and trusted audio/visual skills with a sophisticated voice for high-converting B2B/B2C messaging.

Core Competencies & Skills Summary

- **Strategic Copywriting:** B2B/B2C Newsletters, Blog Articles, Brand Messaging, Email Marketing (Mailchimp), AP Style
- **Multimedia & Audio Asset Production:** Audio Editing (Logic Pro/Adobe Audition), Audio Tracking, Voiceovers, Video, Photography
- **Digital Strategy & Growth:** SEO Optimization, Content Lifecycles, Editorial Planning, CMS Management (WordPress, Squarespace)
- **Analytics & Optimization:** Google Analytics, Meta Insights, Data-Driven Headlines, A/B Open-Rate Optimization
- **Tools & Platforms:** Adobe Creative Suite (Audition, Premiere, Photoshop), Google Workspace, Xext, Social Suite (IG, LinkedIn, X)

Professional Experience

Independent Media Producer & Content Strategist

Freelancer / Tampa, FL / January 2025 – Present

- Produce long-form audio/podcast journalistic content by conducting high-level research and sourcing interviews with industry professionals for digital distribution
- Create and deliver 90-day multi-channel release campaigns for digital marketing efforts, which include short-form video, copywriting, and email marketing
- Provide freelance copywriting, brand strategy, and audio production support for indie creators and small business brands

WUSF Public Media (NPR Member Station)

Radio & Digital News Reporter / Tampa, FL / August 2023 – December 2024

- Wrote and edited daily cross-platform digital news, feature copy, and audio broadcasts reaching thousands of daily consumers
- Engineered digital content strategies incorporating keyword SEO and audience analytics, driving a consistent 10–15% weekly increase in digital engagement
- Produced and optimized digital media assets (photo, audio bites, graphics) across CMS platforms to promote station events
- Managed editorial workflows for style consistency across station teams in a fast-paced media environment

Catapult Lakeland

Digital Communications & Marketing Coordinator / Lakeland, FL / January 2022 – December 2022

- Developed strategic marketing campaigns using email copywriting, long-form blogs, and press materials for a regional network of 200+ entrepreneurial members
- Maintained and updated front-end web copy across 5+ digital platforms, ensuring on-brand messaging for workshops, programs, and press announcements
- Increased email open rates and social engagement by 15–20% through targeted audience segmentation and copy optimization

LALToday (6AM City)

Digital Media Producer / Lakeland, FL / May 2021 – December 2021

- Researched, drafted, and published high-volume daily digital newsletters for a massive 1M+ subscriber ecosystem under strict daily deadlines while maintaining a distinct, authoritative brand voice across social media channels and web platforms

Education

Southeastern University — B.S. Digital Journalism & B.S. Business, 2022

University of South Florida — M.A. Digital Journalism, Communications, & Design, 2024