

Luciano Ferrara

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Portfolio: <https://lukeferrara1734.journoportfolio.com/>

Professional Summary

Responsible worker, extensively trained writer, knowledgeable in creative applications of marketable concepts. 2+ years of journalism experience. 6+ years of independent marketing/advertising experience, both for personal endeavors and working as a consultant. 6+ years in cooking/restaurant service. 1+ years of teaching and assistance.

Education

University at Albany, State University of New York

Sept 2017- Dec 2019

Bachelor of Arts in English with Honors

Minors: Creative Writing and Art

Honors: Dean's List Honoree, 3 semesters, Tau Sigma Transfer Society

Honors Thesis: *Fearsome Critters: Perpetuation of Lumberjack Folklore and a Radical Application of the Turner Frontier Thesis*

Experience

Dexter Southfield School

Oct 2021-Current

Campus Assistant

- Supervise or substitute classes and support teachers with various needs
- Behavioral corrections and direct learning assistance for students
- Assist a wide variety of grade levels (PK-5) with academic and extracurricular work (ELA, Math, Music, Art, Science, Spanish, STEM/Shop, Special Needs)

SAGE Dining Services, Catering for Schools/Universities

Dec 2020- Nov 2021

Prep Cook/ Server @ Dexter Southfield Account

- Prep food for large volume
- Assist in client relations, organization of events, and kitchen direction in Hewitt building location
- Maintain production/temp logs, zero out waste for lower school facilities

The Alternative, Online Press (getalternative.com)

May 2017- Current

Music Journalist

- Conduct interviews with clients, discussing progress of endeavors and creative direction
- Review recent releases and critically analyze thematic trends
- Coordinate benefit events, advertise/promote events
- On-scene reporting and research of live events
- Comment on the influence of current political/socio-economic climates within select works

Dutchess Community College Writing Center

Jan 2017-May 2017

Writing Tutor

- Assisting students with technical and creative writing assignments, editing
- Aid ESL students with language comprehension and communication

Creative and Independent Projects

Independent Creative Direction/ Consultation/ Copywriting

2015- 2020

- Manage marketing campaigns (primarily for musical groups), coordinating cohesion across platforms, specifying layouts for different outlets
- Generate and maintain public attention to the release/product until launch
- Draft and direct a release schedule, dictating strategic disbursement of content in accordance with recent media-friendly trends
- Conceptualize unique merchandise based in thematic narrative
- Clients include: *Johnny Manna, Viewpoints, Caribbean Crisis, Blue Salt Records, Chamber Audio, The Stash, The Ensuing Disaster*