

Carli Luca

Education

Ohio Media School (previously known as Ohio Center for Broadcasting)	Class of May 2016
◆ Demo Reels & On-Air work viewable at https://carliluca.com/demo-reels/ ◆ GPA 4.0	

Allegheny College	Class of January 2010
◆ Bachelor of Arts in English, Political Science minor, Spanish minor ◆ Cumulative GPA 3.2	

Work Experience

Lake City Media Group	May 2017- Current
News & Content Director	
• Gathering, originating, writing and delivering newscasts every weekday. • Producing and hosting local interview-based on air show and contributing to the Lake City Morning Show. • Contribute to affiliate news stations in South Bend and Fort Wayne. • Work with sales department to assist in marketability of news desk and on-air programs. • Manage content for on-air, social media, and digital platforms. Create & update news promotions. • Create reports for filing with the FCC on Quarterly Issues.	
24/7 News Network / NBC News Radio	July 2017- Current
Freelance Writer	
• Researching, aggregating, and writing news content for regions across the U.S.	
KLIN 1400 AM	July 2016- May 2017
Morning News Anchor	
• Gathering, originating, writing and delivering newscasts every weekday • Participate in unscripted segments during live shows, while maintaining news integrity • Provide comprehensive coverage of news on air and on digital media platforms	
The Daily Show	July 2016
Production Assistant	
• Locating props, driving shuttles, assisting in the set-up of the production office, arranging craft services, and helping on shoots during the RNC in Cleveland	
Videos By Adam	May 2016- July 2016
Part-Time Videographer	
• Shooting video for weddings and other events with a team who was recognized in the top 5% of wedding professionals nationwide	
Pink Ink Content	Jan. 2013- Sept. 2015
Owner/Operator	
• Content creation, proofreading, & editing for SEO & marketing purposes, with a primary focus on press releases. Additional services included ghostwriting, article marketing, and creating website & blog content.	
RCBryan & Associates	Aug. 2012- Jan. 2013
Internet Marketing Coordinator	
• Internet marketing content creation projects included press releases, website content, articles, newsletters, blogs & ghostwriting	

Skills/Certifications

Enthusiastic, Punctual, Passionate, Driven, Organized, Fast learner, Leadership experience.

Languages

- ◆ Advanced reading, writing, and editing expertise in English as well as excellent communication abilities.
- ◆ Translating, reading, and writing aptitude in Spanish.

Technology

- ◆ Can type 88 WPM & proficiency in use of Microsoft Office. WordPress & PhotoShop experience.
- ◆ Educated in radio/video production programs Cool Edit, Adobe Audition, & Final Cut Pro.
- ◆ Solid understanding of creating publicity through blogs, websites, and social media venues.
- ◆ Certifications from Shaw Academy in Social Media Marketing for Business, Blogging & Content Marketing as a Business, and Digital Marketing.

Awards/Honors

1 st Place Best Short-Form Newscast- Indiana Associated Press Broadcasters Awards	2017
2 nd Place Best Long-Form Newscast- Indiana Associated Press Broadcasters Awards	2017
Best Use of Sound- AP Great Plains Broadcast Contest	2016
The Don Mertens Award for Broadcast Excellence in Television	2016
National Federation of Independent Business Young Entrepreneur Scholarship	2006-2007

Internships

Mercury Theatre Company

Digital Media Intern

Jan. 2016- May 2016

- Create content & manage social media including teasers, trailers, & commercials
- Design ads for the productions and events in the company
- Improve the visibility of the company on the web and via social media

OMS News

April 2016- May 2016

News Reporter

- Research current events & trending topics to complete news writing for shift, including finding actualities to include in news report
- Record & produce on-air news reports & update Twitter with relevant news updates for shift

WINT 1330

April 2016- May 2016

News Reporter

- Record & produce on-air morning news reports under deadline

Northcoast Underground (Alternative Rock Station)

Jan. 2016- May 2016

Social Media Coordinator

- Maintain all social media accounts & create content for Facebook, Instagram, and Twitter

oWOW Radio

Public Relations & Social Media Internship/ Multi-Media Sales

Sept. 2015- April 2016

- Advised on social media, Google Adwords, & web visibility
- Created content, including sales sheets, for publicity & sales
- Direct sales including expanding on local sales by bringing new advertisers to the radio station, generating new leads, and selling advertising.
- Met with potential clients to understand their advertising needs and custom create advertising package proposal to present to them.

Volunteer Activities

Beaman Home

2018- Current

- Member of the Board of Directors
- Emcee for public events

Salvation Army

2016-2017

- Participate in volunteer activities, such as bell-ringing during the holidays
- Public speaking at volunteer events

Seeds of Literacy

2016

- Member of the Community Relations Committee increasing community presence via marketing & news stories. Volunteer duties include video shooting & editing along with PR/marketing work.

The Center for Community Solutions

2009-2010

- Functional member of the Information and Education Committee. Review material being used in the community in the area of Women's Reproductive Health for content, reading levels etc. making recommendations based on community needs.

Preterm

2010-2011

- Active member of the advancement committee. Carefully plan events, campaigns, and fundraisers promoting awareness and education based on community need & feedback.