

ABBY LUSCHEI

• journalist •
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EXPERIENCE

March 2020 to present SEATTLE REFINED / KOMO NEWS

Assistant Editor and Digital Producer

- Writes digital stories about life, arts, culture and entertainment in Seattle and the Pacific Northwest for SeattleRefined.com
- Launched the Seattle Refined TikTok in Sept. 2020; currently at +35,500 followers
- 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
- Manages branded social media channels, specifically Twitter, TikTok and YouTube; has established and maintains a personal online brand
- Built the first revenue-generating TikTok across all Sinclair Broadcast Group stations
- Coordinates with/edits freelancer submissions, edits TV scripts into web stories
- Assists managing editor with content strategy, ideas and execution
- Assists TV team in the field; is occasionally featured in TV segments

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 curated toward college students
- Pitched original story ideas about college culture, pop culture and relationships
- Kept up on social trends for shareable ideas that would relate to audience
- 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
- In-depth knowledge of pop culture and PNW
- Managing personal and branded Facebook, Twitter, Instagram, TikTok, YouTube accounts
- Maintain 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*