




LUNA REYNA

CONTACT

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-  8326 49th Ave. S. Seattle, WA 98118

SKILLS

- Copy editing
- Website Management
- Project Management
- Content Development & Management
- Digital Media
- Social Media
- Investigative Journalism
- AP Style
- Diversity & Inclusion
- Community Outreach
- Source Development
- Schedule Management
- Proofreading
- Interviews

EDUCATION

Bachelor of Science in Social Sciences

Boise State University

Bachelor of Arts in Communication

Boise State University

PROFILE

Dedicated, passionate, and energetic writer, editor, and leader with unique experience in fast-paced and public-facing writing and journalism spanning arts and culture, immigration, Indigenous affairs, environmental justice, cannabis equity and more. Deeply invested in shifting power structures and centering the work and voices of marginalized communities. Proven track record of designing and delivering content that engages and retains diverse audiences. Hands-on leader and influencer with excellent communication, critical thinking, and problem-solving skills.

WORK EXPERIENCE

Copy Editor

Intentionalist June 2022 - Present

- Intentionalist is an online guide to intentional spending that supports small businesses and diverse local communities. I review the text that writers produce for Intentionalist listing to correct errors in grammar, punctuation, and spelling. I ensure that the content follows the Intentionalist style elements and I understand and consistently reflect the brand voice of the company in the writing style.

Indigenous Affairs Reporter

Crosscut Nov. 2021 - Present

- Develop, write and produce enterprise journalism about the Indigenous communities of the Pacific Northwest that drive awareness, conversation, and change. Through the development of a deep network of sources, amplify the experiences, voices and work of Indigenous communities creating fair, accurate and effective coverage of the varying intersections of Indigeneity in the Pacific Northwest.

Staff Writer/Publications Manager

University of Washington May 2021 - November 2021

- Produce the University's award-winning quarterly publication—a home for news and long-form journalism— and Viewpoint, the twice-yearly magazine that tells stories of diversity at the University.
- Generate and develop story ideas for our publications taking into account institutional goals, reader interests, journalistic standards, and current events.
- Produce original content for feature-length stories as well as shorter articles and briefs for both print and digital mediums.
- For each issue, write multiple-source stories, arrange and conduct in-person interviews with subjects and leading authorities.
- Creatively and independently write a breadth of stories, from multi-page features and story graphics to obituaries and class notes.
- Work with the publications team, UWAA colleagues, and other University units in the development and amplification of story ideas.
- Work collaboratively with UWAA marketing leadership to provide support to Information Management and campus mailing services to order and oversee the delivery and updating of mailing lists for all publications.

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REFERENCES

Kwapi Vengesayi

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- kwapiv@mopop.org

Evelyn Garcia

- 806-702-1517
- emianowski@gmail.com

Donna Blankinship

- 206-276-6702
- donna.blankinship@crosscut.com

WORK EXPERIENCE

Contributing Writer & Editorial Board Member

Sweet Jane Magazine Dec. 2019 - Nov. 2021

- Sweet Jane is supported by an Editorial Board of advocates, entrepreneurs, and individuals with a vested interest in a growing legal cannabis industry. Through their Editorial Board, they vet ideas, discuss themes important to readers, and work to shape the content of Sweet Jane to best serve their mission. My place on this board is consistent with my personal values and the movement journalism I am passionate about, addressing the issues facing and advocating for women, people of color and social and environmental justice in the cannabis industry.

Columnist

South Seattle Emerald Nov. 2020 - May 2021

- The Emerald is a BIPOC-led nonprofit news outlet with the mission of offering a wider lens of our region's most diverse, least affluent, and woefully under-reported communities. The monthly column focuses on and centers the work and voices of marginalized communities. Whether investigating the impact of environmental racism or immigration, interviewing an artist whose work sheds light on the casualties of war, or covering restorative justice efforts, every column incorporated insightful analysis and commentary and thought-provoking cultural criticism.

Editor & Staff Writer for BARE Magazine

McMillan Creative Jan. 2019 - Oct. 2019

- Oversee the editorial section of BARE Magazine through the creative agency, McMillan Creative.
- Report directly to the Creative Director of the project and pitch stories for the publication, while also fielding pitches from writers.
- Constantly scouting out cutting-edge writers and stories.
- Plan and manage all editorial work
- Collaborate with Creative Director to determine each issue's theme and content
- Proofread and edit copy
- Assist in evaluating finalized copy for compliance with policies, style, and tone
- Work with writers to help their ideas and stories succeed
- Ensure articles are accurate and objective
- Establish contacts and sources to use in future research

Journalist

DOPE Magazine March 2017 - November 2018

- In this role, I provided high-quality feature print stories that included in-depth interviews, event recaps, breaking and daily news, digital and video copy, and other evolving content to position DOPE Magazine as an industry-leading lifestyle publication.
- Developed engaging social media and blog content to engage readers, and authored, edited, and distributed in-house copy and press releases.
- Managed the "Scouted by DOPE" and "Editor's Choice" products for each month's magazine. This required me to reach out to 6 or more companies that had interesting new products, inquire if they were interested in being featured, have them send us the product so that I could review it and write the review by deadline for print.