

LUNA REYNA

CONTACT

-  208-807-3439
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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 Engagement
- 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

Communications professional, storyteller, editor, and relationship-builder with experience developing strategic, community-centered communications across journalism, digital media, and public engagement. Skilled at creating culturally respectful content, managing multi-platform communications, and collaborating with Indigenous communities, partners, and stakeholders to amplify diverse voices. Deeply committed to Indigenous leadership, environmental stewardship, and advancing equity through authentic storytelling. Proven track record of delivering compelling content that strengthens community engagement, builds trust, and supports organizational goals. Collaborative, adaptable, and highly organized communicator with exceptional writing, project coordination, and relationship-building skills.

WORK EXPERIENCE

Northwest Bureau Chief

ICT + Underscore Native News November 2023 - Present

- The bureau chief assists Underscore and ICT's managing editors in supervising the shared reporter and UNN and ICT's intern, in both daily news and enterprise reporting. The bureau chief role is an associate editor, reporter and manager for both newsrooms. I work closely with the managing editors to determine what stories to assign for the region. I also continue to improve the editorial calendar workflow so that the digital teams for both newsrooms have advance notice, and input, on what stories are coming and prioritized. I write enterprise and feature stories, collaborate with the managing editors in editorial strategizing, assist with selecting publishing partner stories and loading them on the websites and edit stories.

Copy Editor

Intentionalist June 2022 - June 2023

- 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 - July 2023

- 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.
- Produce original content for feature-length stories as well as shorter articles and briefs for both print and digital mediums.
- Creatively and independently write a breadth of stories, from multi-page features and story graphics to obituaries and class notes.

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REFERENCES

Myers Reece

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Dalton Walker

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Nika Bartoo-Smith

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AWARDS

2025

- IMA: First Place, Best Bews Story
- IMA: First Place, Best Longform/Magazine Story
- IMA: First Place, Best Two-Spirit Coverage
- IMA: Third Place, Best Environmental Coverage
- IMA: Third Place, Excellence in Beat Reporting
- SPJ: First Place, LGBTQ+ Equity Reporting
- SPJ: Second Place, Arts & Culture Reporting

2026

- SPJ: First Place, Racial Equity Reporting
- SPJ: Third Place, Federal Impact Reporting
- IMA: First Place, Best Sports Coverage
- IMA: First Place, Best Two-Spirit Coverage
- IMA: Second Place, Best Longform/Magazine Story

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.

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.
- Collaborate with creative director to determine each issue's theme and content
- 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
- Establish contacts and sources to use in future research

Staff Reporter

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.