

MARK S. LUCKIE

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Work Experience

FACEBOOK, INC., Manager, Global Influencers (October 2017 – November 2018)

Managed partnerships with influencers, talent and celebrities from diverse backgrounds with multicultural audiences. Increased the on-platform engagement with these partners through online and on-site activations, product testing and deployment, content deals and education.

REDDIT, INC., Head of Media (February 2016 – October 2016)

Led matrixed teams to develop never before created analytics tools, marketing strategies, and high-level partnerships unique to the platform. Facilitated the development and market adoption of embeds, media-forward posts and Reddit security features. Organic partnerships with publishers up 600% in Q3 over Q1.

TWITTER, INC., Manager, Journalism & News (June 2012 – May 2015)

Drove engagement among MSM journalists on the platform from 81 to 97% through organic partnerships and product integrations. Grew the percentage of the platform's 230 million users who interacted with a major news brand to an unprecedented 88%, up from 73. Led cross-functional teams, including product managers, partnership managers and research to develop Twitter tools and features used across multiple audience segments.

THE WASHINGTON POST, National Innovations Editor (August 2010 – June 2012)

Translated the printed publication into an immersive digital and social experience. Partnered with social, search and analytics platforms to incorporate technology into the workflow of the newsroom.

CENTER FOR INVESTIGATIVE REPORTING, Multimedia Producer (June 2009 – August 2010)

Leveraged cutting-edge newsgathering tools and custom data analysis to develop prize-winning multimedia investigative stories. Built social media and online engagement around stories through community focus groups.

ENTERTAINMENT WEEKLY/EW.com, Associate Producer (August 2007 – December 2008)

Expanded the presence of digital projects, video and photo content on the EW.com platform. Researched and produced in-depth, entertainment focused stories.

LOS ANGELES TIMES, Online Producer (May 2007 – August 2007)

DAYTONA BEACH NEWS-JOURNAL, Crime & Legal Affairs Reporter (January 2004 – August 2005)

Founder/Creator

SOULEDOUT CINEMA (2016)

Startup dedicated to the promotion and creation of Black American-themed content.

DO U. (2015)

Novel about three students navigating life at a historically black college (HBCU).

DIGITAL JOURNALIST'S HANDBOOK (2012)

A popular textbook that explains the tools necessary to thrive in a digital newsroom

10,000 WORDS (2007-2011)

A digital resource that explored all things technology and journalism. Acquired by MediaBistro.

Education

UNIVERSITY OF CALIFORNIA-BERKELEY, Master of Journalism, new media concentration, May 2007

BETHUNE-COOKMAN COLLEGE, B.A. Mass Communications, B.A. Spanish, May 2005

Select Awards

LinkedIn Next Wave (2016); Lambda Literary Award finalist (2016); Juror, Pulitzer Prizes: Breaking News (2015); The Root 100 Influential African-Americans (2013, 2014); Pulitzer Prize finalist team, Local News Reporting (2012); GLAAD Media Award nominee (2008)