

LUKE LATTANZI

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MEDIA AND SALES LIAISON

A dynamic and results-driven media professional with a well-established track record in strategic communication, media relations and sales liaison. Demonstrates deep expertise in crafting compelling narratives that resonate with diverse audiences, shaping and managing public perception and executing strategic media placements and advisories to enhance visibility and impact. Adept at fostering strong media relationships through proactive outreach, while leveraging extensive experience in producing high-quality, engaging content that drives stakeholder interaction and supports organizational goals. Known for delivering results in fast-paced environments, with a keen ability to align communication strategies with broader business objectives to maximize reach and influence.

CAREER HIGHLIGHTS:

- Developing high-impact stories and managing breaking news coverage as a Staff Writer at The Baylor Lariat, showcasing an ability to handle media inquiries and deliver timely updates.
- Led editorial teams and drove social media strategies at American Pigeon, including the successful development of a paid subscription model that increased readership and revenue.
- Maintaining balanced and timely news coverage in freelance roles with Lancashire Hudson and The Daily Caller, emphasizing strong skills in media relations and strategic communication.

Eager to leverage these strengths in a Grant Writer role to contribute to impactful grant writing strategies and foster positive relationships.

CORE COMPETENCIES:

Media Relations | Strategic, Crisis Management, External Communication | Sales Liaison | Media Outreach | Brand Messaging | Media Inquiries | Editing | Research | Team Leadership | Strategic Thinking | Project Management | Deadline Driven | Science Communication | News Media | Persuasive | Statements of Work Management | Relationship Building | Time Management | Adaptability | Flexibility

Technical Skills: Publication Design | Associated Press Style | Proofread | Microsoft Office: Word, Excel, Outlook, PowerPoint, Slides | Google G Suite | Software Tools | Adobe Creative Suite

PROFESSIONAL EXPERIENCE

The Altrix Group – Houston, TX

Oct 2024 – Present

Public Relations Liaison and Data Manager

Developed and managed internal and external communication channels for a start-up medical wound care company in Houston, TX. Chief liaison initiating all sales relationships leading to new client relationships for this new start-up organization. Responsible for shaping and overseeing the company's brand identity, communications and data management systems. From designing the logo to managing external messaging and internal data processes, ensured consistent and professional representation of the company's innovative wound care solutions.

- Led the company's sales efforts as the primary liaison for wound care services, building and nurturing client relationships to drive service engagement and revenue.
- Led company communications, designing and implementing the company's brand identity, including logo creation and brand management across digital platforms.
- Oversaw website and email system development to maintain consistent, professional branding and user engagement.
- Managed, analyzed and optimized data systems to support efficient operations, strategic decisions, and strong client relationships.
- Acted as the primary contact for external communications, ensuring cohesive brand messaging that aligned with company goals and audience expectations.

The Baylor Lariat, Baylor University – Waco, TX

Jan – May 2023; Jan – May 2024

Staff Writer

Developed high-quality news stories, covered breaking news, and developed in-depth features while maintaining effective communication with editors and contributing to the overall production process.

- Consistently produced two high-quality news stories per week, covering a variety of campus beats, including crime, court cases, and public safety, to inform the campus community about important developments.
- Accurately and timely delivered breaking news to inform the campus community.
- Developed in-depth feature stories on notable individuals within the Baylor community, such as university President Linda Livingstone, to highlight their contributions and inspire others.
- Maintained daily communication with editors to ensure timely and accurate reporting and consistently met deadlines.
- Designed and prepared print newspapers for publication using Adobe InDesign, contributing to the overall production process.

American Pigeon – Brooklyn, NY**Sep 2021 – Jan 2024****Assistant Editor**

Directed a team of writers, editors, and artists, served as second in command to the editor-in-chief, and collaborated closely on article submissions. Managed social media effectively, produced print magazine issues, designed the website, and helped develop a paid subscription model.

- Led a team of writers, editors, and artists to produce high-quality content.
- Served as second in command to the editor-in-chief, providing strategic guidance and support.
- Collaborated closely with the editor-in-chief throughout the article submission process, from initial edits to publication.
- Managed the magazine's social media presence effectively, promoting articles on various platforms including Instagram, Twitter, and TikTok, to increase audience engagement and reach.
- Produced trimonthly print magazine issues using Adobe InDesign, ensuring consistent quality and timely delivery.
- Designed and developed the magazine's website using WordPress, collaborating closely with editors to create a user-friendly and visually appealing platform that enhances the reader experience.
- Helped develop a paid reader subscription model, offering both monthly and yearly plans to provide digital and print media access to readers.

Staff Writer**Apr 2021 – Sep 2021**

Produced news and opinion articles on American national politics and culture, maintained regular communication with editors, and covered breaking news on national political developments.

- Authored news and opinion articles on American national politics and culture, providing insightful analysis and commentary.
- Maintained regular communication with editors to ensure timely and accurate reporting.
- Covered breaking news on national political developments, delivering timely updates to readers.

Lancashire Hudson – Remote, Freelance**June 2023 – Sep 2023****Contributor**

Authored news articles, ensured timely submission of news copy, and maintained fair and balanced coverage, particularly on controversial political topics.

- Produced news articles reporting on current events, providing informative and accurate coverage.
- Ensured timely submission of news copy to editors, contributing to the efficient publication process.
- Maintained fair and balanced news coverage, particularly on controversial political topics, to uphold journalistic integrity.

The Daily Caller – Remote, Freelance**Apr 2022 – Sep 2022****Contributor**

Created news articles, covered breaking news on nationwide political developments, and submitted news copy on time.

- Wrote news articles reporting on current events, providing informative and accurate coverage.
- Covered breaking news events related to nationwide political developments, delivering timely updates to readers.
- Ensured timely submission of news copy to editors, contributing to the efficient publication process.

EDUCATION & PROFESSIONAL DEVELOPMENT

BA Major in Political Science, Minor in News-Editorial | Baylor University – Waco, TX | Aug 2021 – May 2024

Major in Political Science | Drew University | Aug 2020 – May 2021

Honorable Mention | Texas Intercollegiate Press Association (TIPA) | 2024

First Place | Columbia Scholastic Press Association | 2024

Second Place | Baptist Communicators Association | 2023