

LUKE ASKEW

 luk3askew@gmail.com

 (701) 527-5091

MEMPHIS GRIZZLIES

Digital and Social Content Producer • Mar. 2024 – Present

- Manage digital and social platforms for Grind City Media, the Grizzlies' in-house media company
 - Grew YouTube subscribers from 23,500 to 59,000
 - Grew Facebook followers from 17,000 to 75,000
 - Grew Instagram followers from 42,000 to 69,000
 - Started TikTok account and grew to 30,000 followers
- Manage and create content for the Memphis Grizzlies YouTube channel
 - Grew YouTube subscribers from 84,000 to 110,000
- Collaborate with the production teams of our live talk shows to stay aligned on brand strategies
- Produce and promote video clips, using my news judgment to write digital headlines
- Design thumbnails for multiple platforms using Adobe Photoshop

WASHINGTON WIZARDS

Digital Content Writer • Sept. 2022 – Mar. 2024

- Generated all written content for Washington Wizards print and digital channels on daily deadlines
- Provided support for all elements of Wizards digital content, including editorial insights and research
- Conducted interviews weekly with athletes, coaches, and staff for use in editorial content

BETTER COLLECTIVE

SEO Digital Content Producer • Sept. 2022 – Aug. 2023

- Produced promotional content for affiliate partners (including Boston.com)
- Wrote evergreen stories for affiliate partners
- Utilized SEO trends to maximize consumer traffic and interaction

NORTH DAKOTA DEPARTMENT OF HEALTH

Communications Coordinator • July 2020 – Sept. 2022

- Designed and managed web pages across the North Dakota Department of Health website
- Assisted with the organization's digital asset management
- Wrote and edited news releases for the state of North Dakota
- Hosted, scripted, and produced an internal podcast

SB NATION

Staff Writer • Nov. 2020 – Sept. 2022

- Wrote 12+ original stories per month
- Interviewed athletes for in-depth, personal stories
- Featured as a guest on podcasts

FANSIDED

Site Expert • Feb. 2018 – July 2020

- Wrote 20+ original stories per month
- Edited and published articles written by a team of 8-12 contributors
- Managed the site's digital and social platforms with live coverage of games

BACHELOR OF ARTS, COMMUNICATIONS

University of North Dakota • Sept. 2016 - May 2020

- Concentration: Journalism
- Minor: Leadership
- Certificate in Writing and Editing