

JAMIE LUKE

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EXPERIENCE

JANUARY 2015 – PRESENT
THE FOUNDRY @
MEREDITH CORP.

Director Content + Strategy
New York

- Named one of “100 Influential Women in Native Advertising 2018” (Native Advertising Institute).
- Lead development of authentic, aspirational storytelling for brands in home, lifestyle, design, and wellness to engage our audiences across Meredith titles including Travel & Leisure, Food & Wine, Real Simple, Martha Stewart Living, InStyle, Magnolia Journal, others
- Brainstorm content rooted in cultural insights and client ROI, with audience strategy driving the creative: across print, digital, video, infographics, microsites, podcasts, social channels, more.
- Manage 3 content managers and help develop their writing and ideation skills.
- Oversee high volume of content development and execution at a fast pace, from ideation to wrap report.
- Present content ideas to clients and nimbly adapt to client needs, from start to finish.

JANUARY 2000 – PRESENT
SELF-EMPLOYED

Brand Storyteller, Writer
Los Angeles and New York

- Develop branded content and ads for lifestyle agencies and clients.
- Use quality content to increase brand affinity and conversion.
- Clients: Jurlique, Brooks Brothers, CHANEL, Tiffany & Co., StriVectin, Garnier (agency: Publicis NYC), G. H. Bass & Co., Gracious Home, Revlon, COTTON USA (agency: A+R).

APRIL 2012 – DECEMBER 2012
DAILYCANDY

Content Director
New York

- Directed writing of all content for commerce, branded emails and social campaigns.
- Collaborated with product and development teams on digital content platform.
- Built FB and Pinterest channels: grew Pinterest audience from 0-2100+ in one week.
- Hired and managed staff of four editors and 15+ writers with a focus on voice and process.
- Employment ended as NBC began the process of shuttering DailyCandy.

MARCH 2010 – MARCH 2012
GILT GROUPE

Content Director
New York

- Launched Gilt City as the editorial director. Created brand voice, style guide, editorial team structure and process for the launch of this e-comm website selling luxury experiences in beauty, cuisine, shopping, health and lifestyle.
- Monitored email analytics for open and CTO rates and site conversion.
- Recruited and led editorial team and freelance writers in ten markets.
- Promoted to Content Director from Editorial Director in spring 2011 to manage photo as well as the editorial department.

MARCH 2008 – MARCH 2009
DWELL.COM

New York Editor
New York

- Covered New York City area sustainable design and architecture trends.
- Researched Brooklyn design market and independent modern and vintage retailers.
- Left to accept full-time job for Brooks Brothers.

MARCH 1998 – JANUARY 2000
CNN

Production Assistant
New York

- Assisted CNNNewsstand anchor Willow Bay on CNNNewsstand: Entertainment Weekly and CNNNewsstand: Fortune.
- Promoted to Production Assistant to help with all elements of story development and production: researched stories, wrote interview questions, assisted on shoots.

MARCH 1997 – MARCH 1998
CONDE NAST
HOUSE & GARDEN

Editorial Assistant
New York

- Assisted Architecture Editor Wendy Moonan.
- Wrote stories and attended shoots about on-trend home design.

E D U C A T I O N

M.F.A., 2004

University of
Southern
California

Creative Writing (fiction, screenwriting). Graduated Cum Laude.

Scholarship and internship recipient: assistant to screenwriting professor Syd Field.

Masters thesis: novel with advisor Hubert Selby.

Novel agent: Sterling Lord.

B.A., 1996

Indiana University

Journalism, French. Graduated Cum Laude. French fluency diploma at the Université de Strasbourg, France. Grant recipient for post-grad semester at the World Association of Newspapers, Paris.