

Luke Lattanzi

Communications Strategist

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[LinkedIn](#) • Houston, TX

Innovative communications professional transitioning from journalism, with expertise in media relations and strategic communication. Adaptable and persuasive, bringing a results-driven approach to media outreach, brand messaging, and stakeholder engagement. Skilled in crafting compelling content such as blogs, press releases, and social media posts while using data-driven insights to enhance platform engagement. Strategic and deadline-focused, with a strong ability to manage cross-functional collaboration, project coordination, and client relationships effectively.

Areas of Expertise

- ◆ Media Relations
- ◆ Strategic Communication
- ◆ Stakeholder Engagement
- ◆ Brand Messaging
- ◆ Content Creation
- ◆ Social Media Strategy
- ◆ Project Management
- ◆ Crisis Management
- ◆ External Communication
- ◆ Relationship Building
- ◆ Research & Analysis
- ◆ Communication Campaigns

Accomplishments

- Developed high-impact stories and managed breaking news coverage, ensuring timely and accurate updates.
- Directed editorial teams and executed social media strategies, driving paid subscription growth, and increasing revenue.
- Delivered balanced news coverage in freelance roles, highlighting expertise in media relations and communication.

Professional Experience

The Altrix Group, Houston, TX
Public Relations Specialist

10/2024 – Present

Develop communication strategies and establish cohesive brand identity for a wound care start-up. Build client relationships, driving business growth and partnerships. Design branding elements and streamline data management systems for efficiency.

- Designed and implemented company's brand identity, including logo and website creation.
- Established and maintained HIPAA-compliant email system for employees.
- Led sales efforts, building client relationships to drive engagement and revenue growth.
- Oversaw brand management across digital platforms, ensuring consistent and professional messaging.
- Managed and optimized data systems to enhance operations and inform strategic decisions.
- Served as primary contact for external communications, aligning messaging with company goals.

American Pigeon, Brooklyn, NY
Assistant Editor

09/2021 – 01/2024

Directed team of writers, editors, and artists to deliver high-quality content. Collaborated with editor-in-chief to shape and execute editorial strategy for a startup digital magazine. Created and edited website articles, blog posts, and social media content to drive audience engagement.

- Expanded social media presence to over 1M followers across Instagram, X, and TikTok.
- Developed and implemented online subscription model, driving revenue and audience access.
- Optimized website engagement through SEO strategies, increasing user interaction.
- Designed and launched WordPress-based magazine website, enhancing usability and reader experience.

Produced news and opinion articles on U.S. politics and culture, offering analysis and commentary. Collaborated with editors to ensure accurate, timely reporting. Delivered breaking news updates on national political developments to engage readers.

- Reported on diverse news beats, including campus crime, public safety, and breaking news.
- Delivered clear and accurate news articles, simplifying complex topics for broad readership.
- Partnered with reporters, editors, and photographers to meet tight deadlines.
- Designed and distributed print newspapers using Adobe InDesign, ensuring timely publication.

Additional Experience

Staff Writer, The Baylor Lariat, Baylor University, Waco, TX

Contributor, Lancashire Hudson, Remote, Freelance

Contributor, The Daily Caller – Remote, Freelance

Clarinet Player, Baylor University Golden Wave Marching Band (BUGWB)

Education

BA Major in Political Science, Minor in News-Editorial

Baylor University, Waco, TX

Additional Certifications

Notary Public, State of Texas

Awards and Accolades

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

First Place | Columbia Scholastic Press Association | 2024

Second Place | Baptist Communicators Association | 2023