

DRAKE WILSON

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Citizenship: US, EU (Luxembourg)

EDUCATION

Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications | Evanston, IL

B.S. in Journalism, Minor in Legal Studies, December 2020, Cumulative GPA: 3.87/4.00

M.S. in Video and Broadcast Journalism, September 2023, Cumulative GPA: 4.00/4.00

2023 Daniel H. Renberg Scholarship, William C. Fyffe Scholarship, Gary Blonston Scholarship

JOURNALISM EXPERIENCE

Co-Director, **What Happened on First Street** | Documentary; August 2020 - October 2021

- Co-directed, edited, and narrated a 70-minute documentary, capturing events that took place in Snohomish, WA in response to the murder of George Floyd.
- The film was recognized by the Nation Education Association with the 2022 Martin Luther King Jr. Human and Civil Rights Award.
- The film was accepted into the Seattle Black Film Festival and received a Rick Steves' Europe Fund Capacity Grant.

Editorial Intern, **Sunset Magazine** | Los Angeles, CA; January 2020 - March 2020

- Wrote and contributed to stories across Sunset's travel, style, and food desks, for both the print magazine and Sunset.com, becoming familiar with SEO and photo sourcing.
- Coordinated social media posts and managed engagement with followers.
- Recycled evergreen content by editing, updating, and compiling listicles of past stories.

Editor, **The Queer Reader** | Evanston, IL; November 2017 - December 2018

- Helped launch Northwestern's first LGBTQ publication.
 - Edited and fact-checked the quarterly magazine.
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WORK EXPERIENCE

Content Specialist, **Inkhouse** | Seattle, WA; January 2021 - October 2022

- Developed and executed content strategies across a variety of enterprise and consumer tech accounts, including Okta, Amplitude, Strava, and NEXT Insurance.
- Wrote contributed articles for executives and company spokespeople, securing publication in business and trade publications.
- Worked across teams, both agency-side and in-house to draft press releases and blog posts for announcements and product launches.
- Conducted wide media outreach for company announcements and initiatives.

Founder/Baker, **Mama's Boy Baking Co.** | Snohomish, WA; June 2018 - December 2018

- Filled orders six days a week for pies, cookies, cakes, and other fat-full desserts.
 - Managed Facebook and Instagram accounts reaching an average of 2,000 potential customers per post.
 - Managed the inventory and finances with an \$800 starting budget.
 - Developed three original recipes, including the beloved Goey Cherry Chip Cookie.
 - Catered 15 summer events between July and September 2018.
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SKILLS

Computer: Proficient in SEO; Adobe Creative Suite (Premiere Pro, After Effects, Audition, Photoshop, Illustrator, XD, InDesign); Rundown Creator; Excel; TrendKite; Sprout Social; Meltwater