

J. LUKE CHITWOOD

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SUMMARY

Relationship-driven educator and communicator with 8+ years' experience developing engaging experiences for diverse audiences, managing teams and directing cross-functional initiatives. Adept at glean insight from data and utilizing it to craft compelling content. Excels at strategic planning and efficiently delivering on complex projects.

EDUCATION

M.S. Special Education August 2010 – July 2012
CUNY, Hunter College – New York, NY

B.A. Letters, minors in Italian and Business August 2006 – May 2010
University of Oklahoma – Norman, OK; Liberal Arts; *summa cum laude*, *Phi Beta Kappa*

EXPERIENCE

Independent Writer and Consultant – Chicago, IL June 2018 – Present
Founder/Proprietor

- Crafting compelling narratives that open up greater opportunities for individuals and organizations
- Telling stories of empowerment and progress
- Equipping organizations and individuals to communicate their unique impact in ways that honor and elevate their voices and experiences.
- Leading projects that enhance organizational growth, funding, reputation, and mission-alignment.

Illinois Tech Global Leaders Program – Chicago, IL October 2014 – August 2018
Manager of Programs (since January 2017)

- Cultivate strategic external relationships and secure program funding; Increased revenue by 43%
- Design and deliver content for program funders, corporate partners, student participants, and more
- Manage all digital and print communications, including email marketing, social media, and website admin
- Direct recruitment process and outreach, generating applications from 120+ area high schools
- Hire, train, and coach program's undergraduate summer staff
- Develop and implement strategic plan for program's financial sustainability, reducing costs by 20+%

Program Manager – College Access & Communications

- Designed college access curriculum and managed advisement process for the program's 100+ participants, resulting in 100% 4-year college acceptance rate for 3 consecutive years
- Guided a complete rebrand of the program, analyzing market competitors and devising roll-out strategy
- Optimized communications based on SEO principles and campaign performance data

Writing, Independent Consultant July 2013 – December 2015

- Contributing Writer – TheNextWeb (Social Media Columnist), Mic.com, LightSail Education
- Author and Editor, [SSAT Guidebook](#) – Cardinal Scholars

KAPPA International High School / NYC DOE – Bronx, NY July 2012 – July 2014
College Guidance Counselor and Writing Consultant; Special Education & Earth Science Teacher

Williamsburg Charter High School – New York, NY August 2010 – July 2012
Special Education Teacher: Biology & Physics; Teach For America Corps Member

COMMUNITY INVOLVEMENT

Missio Dei Uptown – Chicago, IL; *Elder* (Board Member) September 2015 – Present

Belle Plaine Flats Condominium Board Association – *President* January 2015 – January 2016

SKILLS

Written Communications • Strategic Planning • Grant Writing and Reporting • Project Management • Learning and Content Management Systems • Leadership Development • Social/Emotional Learning • Instructional Design • College Access • Email Marketing • MailChimp • Wordpress • Social Media Management + Analytics • HootSuite