



PHOTOGRAPHER • COPYWRITER • SOCIAL MEDIA GURU

I solve problems and tell stories. Be it through editorial or commercial photography, copywriting, video production, or social media management and promotion, with every initiative I work to solve how best to communicate information and emotion in a clear, concise, effective manner, and how best to serve those stories to the right viewers, readers, customers, and influencers. **And I love doing it.**

LUKEMUNNELL.COM • 5/2014 - CURRENT

Automotive-centered commercial and editorial photography and copywriting, with a focus on performance, aftermarket and motorsports segments. Clients range from automotive performance brands and OEMs to professional race teams and series, automotive-centered apparel and lifestyle brands, nonprofits, and enthusiast and "buff book" editorial titles. Current initiatives include IMSA and SRO World Challenge racing and editorial projects, performance-focused advertorial and advertising campaigns, e-commerce product photography, and downtown L.A. homeless charities.

"He's full of creative ideas, can strategize at the highest levels, and isn't afraid to dive into the thick of things. Luke is legit."

-- Owen Flint, Senior Copywriter | The Garage Team Mazda

"Not only can Luke deliver creative strategy and execution, but he understands the context of messaging relative to your business goals."

-- Michael Chapin, CEO & Co-Founder | RxSpeed

COMMUNITY MGR • GARAGE TEAM MAZDA • 6/2011 - 3/2014

Part of a small team that curated Mazda USA's social media presence. Led Mazda USA's development on Instagram, Google+, Wordpress, Flipboard, and others, and doubled the fanbases of most channels YoY. As the brand's Facebook lead, transitioned to Timeline and helped grow from 200K fans to more than 1.1MM. Revitalized content strategy, refined brand voice, defined targeting parameters and flight specifics for paid and organic digital/social campaigns, and codified analytics reporting across all channels.

Areas of personal focus: social media strategy, copywriting, content production, project management, analytics interpretation and reporting, vendor and contributor relations, media integration, client presentation.

ASSOCIATE EDITOR • WMB 3D • 6/2011 - 4/2013

One of my favorite side projects over the years, WMB 3D: World's Most Beautiful Magazine was an app-based, visually stunning, 3-D men's interest magazine (with a limited print run), produced by Slickforce Studio owner and founder Nick Saglimbeni.

I first had the pleasure of contracting Nick and his incredibly talented Slickforce team for the production of several model features for Import Tuner magazine, and was later honored to work with him and a former art director on WMB 3D's three issues.

"If I were putting together a content production dream team, Luke would be on my short list."

-- John Naderi, Editorial Director | Source Interlink Media

ASSOCIATE EDITOR • SOURCE INTERLINK MEDIA • 8/2007 - 6/2011

Photographed and/or authored over 400 articles as part of a very small editorial team that produced the monthly Import Tuner magazine, Siphon magazine (a bi-monthly SIP), and collaborated on other titles and projects within the International Automotive Group. Helped expand print titles into the digital/social space. Set social strategies and tactics that remain in place today.

Areas of personal focus: editorial planning and project management; freelance contributor relations; feature photography and writing; technical writing; copy editing; automotive product research, installation, testing, and evaluation; new-vehicle testing and evaluation; social media strategy, content production and community management

SKILLS • EXPERIENCE

Nikon FX/DX • Canon EOS • Sony alpha • Phase One IQ • Profoto • Paul C Buff • Speedotron • assorted grip/motion rigging • Adobe Creative Suite: Photoshop, Lightroom, InDesign, InCopy, Premier, Final Cut Pro • Mac OS • Windows XP, 7, 8, 10 • Microsoft Office: Word, Excel, PowerPoint, etc. • Google Docs • Basecamp 3 • Facebook: Pages, Power Editor, Apps • Twitter, Twitter Ads • Instagram, Instagram for Business • YouTube, Google Display Network • Google Analytics • Snapchat • LinkedIn: Premium, Small Business • Wordpress • Tumblr • Pinterest • Flipboard • EyeEm • Snapwire • Hootsuite • Tweetdeck • Salesforce • Quickbooks

EDUCATION

Point Park University, 1999 - 2003

Journalism & Mass Communication, with a concentration in Photojournalism (major)
Small Business Management (minor)

Hempfield Area Senior High, 1995 - 1999

General studies, marching band (drumline: quads, snare)

INTERESTS

Recreational photography (landscape, urban, macro, experimental) • West African percussion • automotive restoration and customization • metal fabrication • outdoors • skateboarding and snowboarding • news/politics • indy film • craft whiskey

LINKS

Portfolio/blog: www.lukemunnell.com
LinkedIn: www.linkedin.com/in/lukemunnell
Facebook: www.facebook.com/lukemunnell
Instagram: www.instagram.com/lukemunnell
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