

Anthony Lux

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Award-winning content/digital/communications strategist with management experience and a track record of results-driven project delivery. 8+ years major institutional experience, 4+ years consulting. Driven to effect positive change.

WORK EXPERIENCE

Northeastern University, Boston

Senior Associate Director for Digital Strategy

May 2011 – November 2014

- Streamlined digital content production, migration and QA across WordPress and Cascade CMS (60k+ pages), managing team of front end developers, designers and content creators
- Increased audience engagement 5x across northeastern.edu and social presences through analytics-driven optimization, development and institutional-wide engagement/monitoring strategy
- Produced social brand strategy for the Office of the President, tripling engagement for improved public perception
- Integrated print/web/social for award-winning [Making Tomorrow Happen](#), [Empower](#) and [No Limits](#) ad campaigns
- Resolved emergency communication issues and initiated priority telecom through Dept of Homeland Security
- Modernized web development through mobile responsive design implementation and data integration
- Increased productivity while improving quality control by redesigning development workflows
- Delivered mobile apps through unprecedented institutional collaboration

Harvard Law School, Cambridge

Assistant Director for Online Strategy and Support

June 2008 – May 2011

- Migrated complete website from static html pages to Rythmyx CMS in 6 months, implementing QA processes to ensure improved dissemination of content across all departments
- Developed new layouts and collaborated with ITS to produce new “media link” content type for Rythmyx CMS
- Transformed public engagement efficacy by initiating/managing HLS presences on [Facebook](#), [YouTube](#), iTunes U
- Drove development of internal communications portal from RFP, vendor selection, IA discovery and SharePoint site building, designing architecture for future content migration from internet to intranet locations
- Provided actionable digital insights on usage patterns and audience expectations by conducting large-scale survey
- Co-founded “Online Best Practices” forum for cross-departmental collaboration on internet-related issues
- Authored featured law/policy articles, profiles and interviews for HLS Today News
- Assisted in speechwriting for Deans Elena Kagan and Martha Minow (including 2011 Commencement Address)
- Delivered academic tech initiatives through collaboration with IT, HPAC and peer institutions

Boston University, Boston

STEM Program Manager, PROSTARS (NSF Grant)

November 2007 – April 2008

- Launched program-promoting websites using CSS/HTML/JavaScript, designing and building page templates for immediate and future use
- Oversaw production of print media, writing copy, managing freelance designer and print production
- Wrote and assembled NSF-required Annual Report to ensure continued funding of grant
- Established Science Fair Mentoring program, resulting in English High School’s first state-level competitors
- Collaborated with BU admins, Boston Public Schools, and Step UP to implement mayor’s educational initiatives

91.5 FM Classical KUSC, Los Angeles

Production Assistant, Programming Department

June 2003 – May 2004 | March – August 2007

- Managed and produced new website content using HTML/CSS/PHP
- Authored on-air copy, provided voice talent, and produced interviews for Arts Alive and other programming
- Conducted research for Arts Alive, Spotlight on the Arts, and live classical music programming
- Acted as station liaison with the LA Times and other media, arts and professional organizations

CONSULTING + FREELANCE

Luxlab, Ltd., Denver

Content + Brand strategy | Digital Development + Design

Jan 2014 – Present

- Contract consulting work with clients in the architecture and educational fields

Tutoring and Professional Writing Services, Los Angeles

English Tutor | Technical and Marketing Writer | Editor

June 2005 – July 2007

- Freelance work with local companies, organizations and individuals

EDUCATION

University of Southern California, Los Angeles

B.A., English: Creative Writing

May 2004

Honors: Institute for Multimedia Literacy Honors Program, Thematic Option Honors Program, Engineering Honors Colloquium, Advanced Fiction Writing Workshops

Harvard Summer School, Cambridge

Advanced Fiction: The Novel

July 2009

SKILLS

Integrated cross-media communication: online, offline + social media strategy development

Change management: platform evaluation, consensus building, disruptive technology adoption

Leadership: cross-functional team direction + project management

Research + analysis: marketing, trending technology, longitudinal, academic, opposition

Copywriting + editing: marketing, technical, social, journalistic

Web development: HTML5, CSS3, LESS, Sass, JS/JQuery, PHP template-development

Content Management: WordPress, Drupal, Joomla, Elgg, BuddyPress, Vanilla, SharePoint, Cascade, Rhythmyx

Engagement + analytics: Radian6, Tweetdeck, Hootsuite, Google Analytics

Social platforms: Twitter, Facebook, Google+, YouTube

Software: MS Office: Word, Excel, PowerPoint, Access, Outlook, SharePoint; Adobe Creative Suite 5: Photoshop, Illustrator, InDesign; Firebug, ProTools; Android, Blackberry and iOS App Store Submission and Management

SELECTED AWARDS

2014 CASE District 1 Excellence Awards

Empower Campaign

Silver Award

News@Northeastern update

Silver Award

2013 CASE District 1 Excellence Awards

News@Northeastern

Gold Award

2013 Mercury Awards

No Limits (Institutional Accomplishments)

Best Overall Presentation in Annual Reports