

# Darian Lusk

Writer, Editor & Digital Media Specialist

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Digital traffic powerhouse generating 30 million page views in two years. Ferocious media specialist covering pop culture, TV, and entertainment with a magnetic voice and loyal audience. An innovator, SEO expert, and editorial leader who recognizes and leaps on algorithmic opportunities, ready to apply this approach to a broad spectrum of brands.

## Work Experience

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### The U.S. Sun/News Corp

Senior Entertainment Reporter - January 2022-September 2024

Entertainment Reporter - December 2021-January 2022

- Ranked as [The U.S. Sun's](#) top entertainment reporter since my hiring (30M page views from Sept. 2022-2024), with original stories widely shared on social media—especially about game shows
- Pioneered a new media approach by applying tabloid/reality TV-style reporting to "Jeopardy!" and "Wheel of Fortune," uncharted territory for any other publication
- Wrote multiple top-quality entertainment stories day-to-day—primarily self-pitched—under tight deadlines, including [breaking](#) news, [exclusives](#), [features](#), [live blogs](#), and [explainers](#)
- Served as Weekend Editor, managing all entertainment content, guiding writers, making fast editorial decisions, identifying stories, and crafting grabby headlines and angles while coordinating with legal to ensure accuracy
- Collaborated with SEO/social teams to maximize reach, leveraging tools like Google Analytics, Feedly, and Parse.ly
- Adept on-camera reporter, conducting video interviews and writing scripts to complement news coverage

### Nicki Swift/Zergnet

Editor - July 2020-December 2021

- Helped manage a team of 50+ writers, editing their stories, and publishing them with feedback and guidance per piece
- Guided overall Gen-Z-focused voice of Nickiswift.com, assigning stories, and closely working with managing editors
- Spearheaded editorial checks for all YouTube videos under the parent site Zergnet, comprising 10M+ total subscribers

### AOL, The Observer, Travel Channel

Video Producer, Writer - 2018-2021

- Wrote stories on streaming film and TV, which transitioned into a weekly column, for [The Observer](#)
- Guided the editing process from script to publication for an AOL Facebook video series on viral trends
- On-camera personality for Travel Channel's "Beyond The Unknown" and "Mysteries At The Museum"

### The Weather Company

Editor - 2015-2018

- Ran the Webby and Edward R. Murrow award-winning branded-content division of Weather.com, writing all stories, and creating boutique sponsored packages for multi-million-dollar partnerships with brands like Toyota and State Farm
- Exponentially grew audience engagement and number of partnerships, and managed all paid Facebook marketing
- Led the Weather.com YouTube channel, widely expanding subscriber base and developing/editing [original videos](#)

### CBS News

Entertainment Editor - 2014-2015

- Covered [events](#), did [field reporting](#), and wrote both feature and quick-turn stories for CBSNews.com
- Managed all "CBS This Morning" web content and interviewed guests for web-exclusive videos

## Education

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### Binghamton University

Bachelor's in English/Journalism - 2010-2014

Arts & Entertainment editor of Pipe Dream, one of the nation's largest student-run newspapers, for two years

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Certified in Adobe Premiere video editing by American Graphics Institute, graduate of UCB improv program, touring stand-up comedian who has opened for Nick Kroll, Ayo Edebiri, and more