

# LUKE WEBBER

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Marketing and Advertising professional with a degree from the Fashion Institute of Technology, specializing in digital and social media marketing, influencer management, and branded activations. Experienced in both corporate and freelance environments, delivering innovative, results-driven strategies that strengthen brand growth.

## EXPERIENCE

### 2024 - Present

**Marketing Specialist** | Baseball Lifestyle 101 | Farmingdale, NY

- *Previously Marketing Assistant, Social Media Associate*

Worked cross-functionally with the Marketing and Social Media teams to execute branded activations, manage influencer partnerships, and head TikTok Shop initiatives. Supported UGC content acquisition, creator coordination, and promotional activations while tracking key analytics to inform strategy and enhance overall brand visibility.

### 2022 - 2025

**Marketing Manager** | Web Developer | Public Relations | Susan Calabria Design | Cold Spring Harbor, NY

Led all marketing efforts, including social media, website design, SEO, and paid media. Managed collaborations, promotional shoots, and PR to enhance brand visibility.

### 2022 - 2025

**Social Media Marketing Manager** | Public Relations | The Blue Whale | Cold Spring Harbor, NY

Managed all social media content, copywriting, and strategy, crafting engaging materials that connected with the local and digital community.

### 2023 - 2024

**SEO and Marketing Intern** | Long Island Webmaster | Long Beach, NY

Assisted with SEO, client acquisition, strategy development, and website optimization to improve search rankings and brand visibility.

### 2022 - 2022

**Digital Marketing Intern** | Noble House Media | Darien, CT

Developed social media content calendars, blogs, Google Business Analytics, and SEO strategies to strengthen brand presence and engagement.

### 2024 - 2025

**Host** | Tango Time Trivia | Huntington, NY

Engaged directly with audience to promote weekly shows, grow social media, and increase interaction with the Tango Time Trivia brand.

## EDUCATION

**Fashion Institute of Technology**

Bachelor of Science in Advertising and Marketing Communications | Minor in English

Relevant Courses: Creative Strategies, Brand Management, Video Field and Studio Production, PR