LUKE WEBBER

INFLUENCER MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Growth-focused Marketing Specialist with a track record of scaling ecommerce brands through integrated digital marketing, influencer partnerships, and performance-driven campaigns. Experienced managing affiliate and creator programs, developing creative strategy and briefs, optimizing paid media across TikTok, Meta, and Google, and leading cross-functional initiatives that drive measurable revenue growth. Adept at combining data, content, and strategic partnerships to increase brand awareness, customer acquisition, and ecommerce performance in fast-paced environments.

WORK EXPERIENCE

Marketing Specialist
Nov 2023 - Present

Baseball Lifestyle 101

- Grew Baseball Lifestyle 101's **TikTok Shop** to a **Top 15 ranking in the Menswear & Underwear** category by leading affiliate growth, live commerce, and shop optimization.
- End-to-end management of TikTok Shop, overseeing affiliate marketing, creator partnerships, live selling, promotions, and overall shop performance.
- Built and launched the company's **Live Selling program**, creating a recurring weekly revenue stream through strategic live events, flash sales, and TikTok platform promotions.
- Recruit, manage, and develop high-performing TikTok Shop affiliates while identifying top creators for expanded partnerships across Meta and other marketing channels.
- Partner cross-functionally with **Ecommerce**, **Paid Media**, **Social Media**, **Warehouse**, and **Customer Support** teams to execute campaigns, optimize operations, and capitalize on growth opportunities.
- Manage TikTok Shop advertising through **GMV Max** within **TikTok Ads Manager**, optimizing campaign spend to maximize sales, affiliate performance, and return on ad spend.

Marketing Manager, Web Developer
Feb 2022 - 2026

Susan Calabria Design

- Marketing leader across website, SEO, social media, and public relations operations.
- Web Developer, optimizing content and user experience.
- Coordinated marketing campaigns, brand collaborations, and promotional photoshoots.
- Managed all Website, Social, and Paid Ad Copy across all platforms.

Social Media Manager
Jan 2022 - 2025

The Blue Whale

- Managed social media strategy, content, and community engagement.
- Executed local marketing campaigns and public relations initiatives to increase brand awareness.
- Oversaw store rebrand from Noli Home Decor to The Blue Whale and coordinated new marketing and brand strategy.

SEO and Marketing Intern

Long Island Webmaster

- SEO Management, Client acquisition, and website optimization to improve search ranking.

Digital Marketing Intern

Noble House Media

- Developed Social Media Content Calendars, blogs, and creative.

EDUCATION

Bachelor of Science in Advertising and Marketing Communications – **Fashion Institute of Technology**