

# LUKE WEBBER

## MARKETING SPECIALIST

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### PROFESSIONAL SUMMARY

Marketing professional with experience coordinating campaigns, managing cross-functional projects, supporting external partners, maintaining digital content, and tracking marketing performance across high-volume environments. Experienced managing content calendars, campaign timelines, website updates, marketing communications, data and reporting, and relationships with influencers and internal teams.

### WORK EXPERIENCE

#### Marketing Specialist

Nov 2023 - Present

Baseball Lifestyle 101

- Coordinate marketing campaigns, seasonal initiatives, product launches, and promotional programs across multiple internal teams and external partners.
- Manage campaign timelines, content calendars, deliverables, and communications to ensure projects remain organized and on schedule.
- Collaborate with influencers, athletes, photographers, designers, vendors, and internal teams to coordinate creative assets and campaign deliverables.
- Track campaign and audience performance data, compile insights, and communicate results to inform marketing decisions.
- Manage influencer and creator partnerships, including outreach, communications, product coordination, content deliverables, and relationship management.
- Maintain and update digital content across TikTok, Instagram, YouTube, and other brand platforms while ensuring consistency in messaging and brand standards.
- Support day-to-day marketing operations across social media, digital advertising, affiliate marketing, and e-commerce initiatives.

#### Marketing Manager, Web Developer

Feb 2022 - 2026

Susan Calabria Design

- Coordinate marketing, website, SEO, PR, and promotional initiatives, managing projects and deliverables across multiple channels.
- Maintain and update website content, including copy, galleries, blog content, and SEO elements.
- Coordinate brand collaborations, photography projects, and external marketing communications.

#### Social Media Manager

Jan 2022 - 2025

The Blue Whale

- Coordinated social media, local marketing, PR, and community engagement initiatives.
- Supported the rebrand from Noli Home Decor to The Blue Whale, coordinating marketing communications and brand strategy.
- Managed content calendars, promotional campaigns, external relationships, and digital marketing deliverables.

#### 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