

LUKE WEBBER

SOCIAL MEDIA MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Creative and data-driven Social Media & Content Marketing Specialist with experience managing high-growth social channels reaching more than 850,000 followers across TikTok, Instagram, YouTube, and other digital platforms. Experienced developing engaging content strategies, producing short-form video, writing compelling social copy, and maintaining a consistent brand voice across multiple accounts. Passionate about sports storytelling, creator collaborations, audience engagement, and building online communities through entertaining, informative, and trend-driven content.

WORK EXPERIENCE

Marketing Specialist

Nov 2023 – Present

Baseball Lifestyle 101

- Manage social media strategy and daily content across multiple brand accounts reaching more than 850,000 followers.
- Plan, create, and publish engaging content across TikTok, Instagram, and YouTube, including sports-focused storytelling, educational videos, comedy skits, trend-based content, product features, and community-driven campaigns.
- Build and manage content calendars while coordinating seasonal campaigns, product launches, promotions, and cross-platform initiatives.
- Collaborate with athletes, influencers, photographers, designers, and internal marketing teams to produce high-performing creative content.
- Monitor analytics, audience behavior, and platform trends to optimize engagement, reach, and overall content performance.
- Manage influencer partnerships and user-generated content partnerships that expand brand awareness and strengthen community engagement.

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