

Luke deMenna

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OBJECTIVE

I believe that it takes passion and curiosity to really understand what makes your client tick, so that you can begin to see the disparate puzzle pieces that lay before you. Putting them all together into a differentiating brand picture is what I'm passionate to do. I am naturally curious, brimming with energy, and I'm ready to do whatever it takes to help build relevant, indispensable, inspired brands.

EDUCATION

Virginia Polytechnic Institute and State University, Blacksburg, VA
Bachelor of Sciences/Pamplin College of Business

August 2018

EMPLOYMENT

Karma Agency, Philadelphia, PA
Account Management Apprentice

May 2019 – August 2019

- Supported the Trex team, acting as a point of contact between agency and client, ensuring that information was relayed to the correct teams in a timely manner. This also included helping to manage a very robust digital asset portfolio
- Worked with creative teams to redevelop digital websites and packaging that will be used in all Lowes and Home Depot's nationwide
- Created and managed several social media campaigns for Trex in the U.S. and two (2) international markets: Australia & UK
- Worked with partner agencies, SEO and PR agencies, in both the U.S. and internationally, to influence the direction of campaigns and ensure the highest possible ROI for the client
- Helped manage Philly Ad Club 2019 agency panel discussions

Mangos, Conshohocken, PA
Strategy Intern

August 2018 – December 2019

- Conducted research on new and emerging trends to identify areas of interest within the industry
- Developed decks to support findings and report trends
- Participated in development of site map for Nobel Biocare, a global medical device company
- Provided account management support (industry audits, client outreach)

Blacksburg Country Club, Blacksburg, VA
Business Office Intern

May 2018 – August 2018

- Designed an asset management program to aid the Club in planning for future capital expenditures involving fixed assets, as well as tracking asset history
- Managed accounts payable, accounts receivable and other operational duties

Cooper River Distillers, Camden, NJ
Marketing & Social Media Intern

May 2017 – August 2017

- Worked alongside management to develop market positioning strategy
- Created a distribution network to increase efficiency and optimize delivery speeds
- Tasked with increasing consumer awareness and to foster connections with the local community

ACTIVITIES

Journey of Hope: The Ability Experience

September 2015 – August 2016

- Cycled 4,000 miles across country (San Francisco – Washington D.C) to raise money and awareness for people with disabilities
- Worked with a team of 38 to improve the lives of people with disabilities
- \$8,500 raised individually – over \$700,000 raised by team

CERTIFICATIONS

- Google Ads Search, Google Analytics

SKILLS

- Digital Boosted Organic Social (Facebook), Sprout Social, Basecamp, SEO, Paid Search, Server Navigation, Deck Development, Keynote, Microsoft Office, In-depth research, content audits, trend reporting, Keynote, Microsoft Office, site mapping, financial management skills, project management

