

# Luke Robins

Portfolio | [lhrobins27@gmail.com](mailto:lhrobins27@gmail.com) |

## **ACCOUNT MANAGER & BRAND STRATEGIST, DDL ADVERTISING; EAST PROVIDENCE, RI — OCTOBER 2022 - PRESENT**

- Plans and manages over \$1M in media for clients in Athletics, Higher Ed, Health Care, and Retail.
- Develops & executes digital marketing communication calendar across all owned channels
- Achieved 25% increase in Higher education YOY application rates, 30% increase in AOV for retail clients, a 990% increase in social media views attributed to viral content.
- Directs cross functional teams to execute client media strategy, creative projects, keeps projects on time and on budget.
- Owns and maintains client brand health and longevity. Leads go to market branding and strategies for new clients.

## **SOCIAL MEDIA MANAGER - CE BRANDS, INMUSIC; CUMBERLAND, RI — MAY 2021 - SEPTEMBER 2022**

- Planned, scheduled and posted across all social media platforms and management community of 10,000+.
- Garnered 500% increase in KPIs with implementation of new social strategy.
- Launched and owned global brand ambassador program with 50 - 100 influencers per brand.
- Refined internal content creation and management process improving cross functional relationships.
- Leads, directs, and owns budget for all photoshoots.

## **MARKETING MANAGER, KEN JONES SKI MART; MANCHESTER, NH — JANUARY 2017 - PRESENT**

- Streamlined marketing operations through creation of calendars, budgets, and process.
- Achieved 26% growth in product services through successful paid social and email campaigns
- Launched internship program managing intern through customized social media curriculum.
- Updated event marketing, brand voice, and identity through refreshed brand strategy.
- Won Best of NH Award (x3) for overall customer satisfaction 2021, 2022, 2023

## **DIGITAL MEDIA PRODUCER, STRATTON MOUNTAIN RESORT; STRATTON, VT — JULY 2019 - JANUARY 2021**

- Increased social community by 10,000 followers in single season via new content creation and management system.
- Exceeded EBITDA goals collaborating with marketing team to produce content for web, digital, social, and OOH channels.
- Oversaw influencer relationships and Snow Report Team mentoring reporters in creation of Photo and Video content.
- Championed efforts for Diversity, Equity, and Inclusion at the Resort and Global level as a representative of the DEI task force and Employee Experience Committee.

## **VIDEO PRODUCER, CLEARLY CREATIVE; MANCHESTER, NH — MAY 2016 - JULY 2019**

- Created and managed optimized content for campaigns across TV, radio, and social increasing sales for clients.
- Led production teams during all photo and videos shoots while directing and organizing talent.
- Bolstered client relationships by engaging in strategy and media planning sessions.

## Competencies and Certifications

Adobe Premiere, Lightroom, After Effects, Photoshop, Illustrator, Mail-chimp, Constant Contact, Microsoft Office, Word Press, Elementor, Canva, Hot Jar, leadfeeder, Google Analytics, Google Adwords, Sprout, Meta Business Ads Manager, Tik Tok, Youtube, Brandwatch Unmetric, Asana, Basecamp, Trello, Figma, Yotpo. MNTN, Recrue, Simplifi, Tapclicks, Traditional media (radio, tv, print) OOH (Billboards, Public Transit) Digital Marketing, Influencer marketing

## Education

**Quinnipiac University**, Hamden, CT

Graduated: May 2022

MS: Interactive Media & Communication

**Saint Anselm College**, Manchester, NH

Graduated: May 2016

BA: Communication (Cum Laude) Activities: Men's Skiing, Editor in Chief - Anselmia, Member; Pi Gamma Mu