

Luke Broding

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SUMMARY

- Dynamic digital marketing professional with 3 years of experience in market research, campaign strategy, and data-driven decision-making across multiple industries. Leveraged marketing automation tools, consumer insights analysis, and content strategy to boost brand visibility, drive engagement, and improve key performance metrics.

EDUCATION

University of Florida, Warrington College of Business
Bachelor of Science in Business Administration, Marketing

May 2025
Gainesville, FL

- Minor in Mass Communications
- Certificate in A.I. Fundamentals and Applications

WORK EXPERIENCE

Fidelis Leadership Group

June 2020 - Present

Marketing Assistant (June 2020 - February 2023)

Tampa, FL (Remote)

- Conducted market research and evaluated 5 key areas for competitive positioning.
- Implemented social media archiving and organization to streamline the publication process by 50%.

Social Media Coordinator (February 2023 - Present)

Tampa, FL (Remote)

- Managed corporate social media accounts and coordinated content calendars for each platform to establish timely and relevant posts on 3 platforms (Facebook, LinkedIn, and YouTube).
- Engaged in strategic planning and posted shareable content that resonated with followers, driving increased engagement rates by 10% and overall audience growth by 25%.

ManpowerGroup

June 2024 - August 2024

Marketing Intern

Milwaukee, WI (Remote)

- Executed extensive market research across 4 industries for Experis Game Solutions and Experis Health Solutions, providing insights to senior leadership for SEO and content strategy improvement.
- Created new product launch strategies for a nurse triage campaign for Experis Health Solutions and developed campaign goals to improve KPIs, such as 20 prospective clients in the next quarter.
- Performed competitor analysis and presented website improvements to key stakeholders for Experis Game Solutions, explaining a vision for a reorganization of 10 core services with a focus on user research and game development to better align with industry standards and enhance SEO.

Allstate Insurance Company

August 2023 - April 2024

Sales and Marketing Intern

Gainesville, FL (On-Site)

- Implemented email and direct mail marketing campaigns that led to higher open rates and boosted lead generation by 10% during Q4 of 2023.
- Executed cold calling sessions and constructed sales presentations, increasing lead conversion rates by 15% and contributing to a 20% boost in overall sales pipeline growth.

COURSES AND CERTIFICATIONS

- The Complete Python Bootcamp From Zero to Hero in Python - Pierian Training
- HubSpot Digital Marketing Certification
- Apple Search Ads Certification

SKILLS

- Marketing Campaign Strategy, Market Research, and Competitive Analysis
- Programming and Data Analysis - Python, PowerBI, SQL, React
- CRM Software - HubSpot, eAgent
- Adobe Creative Cloud - Photoshop, Premiere Pro, Acrobat, InDesign, Lightroom