

# Luke Casesa

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**Objective:** Seeking employment with a sustainability-driven team in mobility, green energy, or renewable technology where I may apply my expertise in map design, graphic design, and web design.

## **Education**

### **University of Wisconsin-Madison**

Candidate for B.A. in Geography, Class of 2023 in College of Letters and Sciences, GPA 3.7 in major

- *Skills:* Adobe Illustrator, Adobe Photoshop, Adobe InDesign, ArcGIS Pro, HTML, CSS, HubSpot Sales & Marketing Hub
- *Activities and societies:* Helios Energy Team, Hoofers Ski & Snowboard, Surfrider Foundation
- Full academic semester at University of Hawaii at Manoa completing coursework in Oceanography

## **Experience**

### **Charge Enterprises, Inc., (NASDAQ: CRGE)**

June 2022 – August 2022

Sales, Marketing, and Operations Intern

- Supported EV Charging management team in mobility technology and electric vehicle infrastructure company
- Organized and maintained company's CRM database on HubSpot, including design and execution of email marketing campaigns, and development of training database
- Compiled database of local and federal government EV-charging incentive and tax credit programs to assist capital and resource planning
- Researched and presented analysis of Battery Management Systems software to support management's evaluation of options

### **Guayaki Sustainable Rainforest Products Inc.**

Fall 2020 – Present

Student Brand Ambassador at UW-Madison for Yerba Mate Beverages

- Created social media content and distributed product to support goal of Amazon rainforest regeneration

### **Fontana Sports Specialties, Madison WI**

Summer 2021 – Dec 2021

Sales Associate

- Merchandised clothing, camping equipment, and accessories

### **Faherty Brand, New York, NY**

Summer 2020 & 2019

Sales Associate at Sag Harbor, New York Store

- Achieved sales objectives despite multiple weeks of lost sales due to COVID-19 restrictions in 2020
- Merchandised store across all categories and managed the store as needed
- Analyzed sales trends, managed inventory and placed orders with corporate through Faherty IT system

## **Volunteer**

### **Ski For Cancer**

Winter 2019/20 & Winter 2020/21

- Assisted in organizing and executing successful fundraising events for Ski For Cancer, Theta Chi Fraternity's philanthropic program; designed logo and marketing materials and helped raise \$108,000

### **Green Greeks (Greek life recycling program)**

Fall 2020 – Fall 2021

- Developing ways to minimize plastic, paper, and food waste, and minimize power consumption

### **Surfrider Foundation (coastal conservation non-profit)**

Fall 2021 – Present

- Founder: Madison, WI chapter - led fall clean up initiative and membership drive