

Luke C. Hauver

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EDUCATION

Brigham Young University – Marriott School of Business

Provo, UT

Bachelor of Science, Marketing

April 2025

- GPA: 3.50/4.00
- BYU Marketing Association, Director of Events for 2023/2024
- BYU Y-Serve Spanish mentor for college service program, Conexiones for 2021/2022
- Skills: Spanish (fluent), Microsoft Suite (Word, Excel, PowerPoint), Facebook & Instagram Paid Advertising, Marketing Research, consumer insights, Brand Strategy, Sprinklr Social Listening, Data Analysis, Adobe Suite (Photoshop, Lightroom, InDesign), HTML, CSS, Tableau, Photography, Davinci Resolve, SQL

EXPERIENCE

The Dram Shop (Restaurant Sports Bar)

Brooklyn, NY

Social Media Specialist

Jun - Present 2023

- Increased Instagram reach by 503.9% through consistent organic and paid content strategy
- Captured 3,989 Google My Business profile interactions through generating reviews and optimizing the profile

Rock On Media (Full-Service Advertising Agency)

Lehi, UT

Social Media Specialist

Jan – May 2023

- Reached 86,099 people through the @earthxorg social media accounts
- Gained 1,188 new social media followers through brand research with Sprinklr social media listening, creation and implementation of SWOT analysis and organic content creation
- Assisted in attaining a 10,000+ attendance for Earthx2023 in Dallas, TX by leading an on-site social media activation, capturing real-time content, and collaborating with Sponsors, Exhibitors, and Speakers

Raintree Apartments

Provo, UT

Social Media Manager

Nov 2021 – Feb 2023

- Reached 18,165 unique Instagram accounts by leveraging the creation and management of social media content
- Obtained a 30% increase in property event attendance through social media event promotion

Smoke Effect (Smoke Bomb Special Effects)

Orem, UT

Digital Marketing Specialist

Aug 2022 - Jan 2023

- Grew post interaction by 118% through personalized video content
- Procured an ordered product value of \$6,926 and an email open rate of 44% through email marketing campaign
- Improved TikTok profile views by 21% by creating organic viral content

RevRoad (Venture Service Provider)

Provo, UT

Social Media Specialist

Jul - Aug 2022

- Attained 3,000+ individuals of attendance at a Utah community event through organic social media campaign
- Developed market research skills by teaching myself how to use Pitchbook to conduct company valuation research

Wilford Woodruff Papers (Non-Profit Digital Publication)

Provo, UT

Marketing and Public Relations Assistant

Apr - Aug 2022

- Expanded social media reach and post engagement by 30% by producing a new social media content strategy, engagement campaign and influencer campaign
- Achieved 50% more exposure to the press by developing press releases and contacting different press/media outlets

LEADERSHIP & SERVICE

The Church of Jesus Christ of Latter-Day Saints

El Paso, TX

Volunteer Representative

Jul 2019 – Jul 2021

- Created and managed 14 Facebook business pages and 4 Instagram business profiles
- Attained a cost-per-result of \$0.30 by managing and executing Facebook/Instagram A/B & look-alike audience ads
- Led and trained a team of 280 people on different social media, marketing, and sales strategies

PERSONAL

- Lead drummer in my band “Sunday @6”, desert born mountain biker, luckiest skier on the planet
- 2nd place winner in Stowaway Magazine Photo Contest and published photographer in Winter 2023 edition
- Eagle Scout Award