

# 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, GMB Optimization

## EXPERIENCE

### The Dram Shop (Restaurant Sports Bar)

Brooklyn, NY

*Social Media Specialist*

Jun - Aug 2023

- Generated \$4K+ in revenue by managing NYC Restaurant Week social media campaign and gained 112 new guests
- Captured over 5K+ Google My Business profile interactions by generating reviews and optimizing the profile

### Rock On Media (Full-Service Advertising Agency)

Lehi, UT

*Social Media Specialist*

Jan – Aug 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
- 2<sup>nd</sup> place winner in Stowaway Magazine Photo Contest and published photographer in Winter 2023 edition
- Eagle Scout Award