

Luke Wallace

Sr Digital Marketing Specialist

Lynnwood, WA 98037

luke_wallace@hotmail.com

+1 206 501 7330

Highly motivated and innovative Senior Digital Marketing Specialist with seven years of experience driving results-driven campaigns across various digital channels. Proficient in leveraging data analytics and market insights to optimize strategies for maximum return on investment and increasing brand visibility, engagement, and revenue growth. Skilled in SEO, SEM, email marketing, and social media management, and adept at leading cross-functional teams to achieve marketing objectives.

Top Skills:

Videography • Photography • 3D Animation • Motion Graphics • HTML/CSS • Video Editing • Audio Editing • Video Publishing • Web Analytics (SEO, SEM) • Drupal • Wordpress • Sharepoint • Social Media Management • Drone Operation

Authorized to work in the US for any employer

Work Experience

Sr Digital Marketing Specialist

CRANE AEROSPACE & ELECTRONICS - Lynnwood, WA April

2017 to Present

- Oversee campaign performance by developing and monitoring key performance metrics for campaign success, implementing strategies to improve campaign performance
- Manage and maintain the company website by implementing SEO best practices and user experience enhancements, resulting in a significant boost in online lead generation and sales conversion
- Produce, shoot, edit, and deploy all company videos using a variety of video and recording techniques, to create impactful communications that educate and inform internal employees and external customers
- Build interactive media for trade shows and events by coordinating with vendors and stakeholders to create interactive touch-screen elements for customers
- Create compelling visualizations utilizing 3-D modeling and motion graphics to portray complex concepts or aerospace product applications and capabilities
- Produce detailed high-quality photography and videography leveraging a variety of techniques to be used for websites, presentations, brochures, product promotion, and trade show events
- Provide technical expertise and guidance on best practices to deploy communications on a variety of digital media platforms

Sr Interactive Developer PHILIPS

HEALTHCARE - Bothell, WA March 2012

to January 2017

Collaborated with learning development teammates to strategize and deploy web-based training utilizing technology and blended learning solutions. My primary role was to prototype and code frameworks for training modules design and build rich media micro-learning elements.

- Created conceptual diagrams, wireframes, and prototypes as proof of concept to pitch and articulate design vision of high-level design strategies to executive leaders.
- Planned user requirement analysis, information architecture design, interaction design, and usability testing. Helped establish agile workflow process to streamline development and decrease time to market.
- Consulted with stakeholders and worked with cross-functional teams to help define business goals and feature requirements, user scenarios, and use cases. Produced quality micro-learning, UX/UI, animations, and special effects for E-learning and just-in-time training.
- Collaborated across departments to conceptualize and develop rich media content that tells Philip's story and strengthens its brand.
- Coded adaptive and responsive modular mobile and web-based training with user-centered design methodologies to increase Philips product competency and decrease ramp-up time for sales new hires.

Senior Web Developer

DNA SEATTLE ADVERTISING AGENCY - Seattle, WA

September 2009 to March 2012

Collaborated with the Interactive Director to strategize and build all web-based deliverables for agency clients and campaigns for brands such as Pemco, BECU, University of Washington, UW Athletics, MS Society, AVON, Simple Mobile, Clinton Global Initiative, and many others.

- Developed agency interactive workflow process for building and maintaining interactive projects and acted as a liaison between agency leaders and clients to pitch complex digital strategies.
- Coded cross-browser compatible HTML, CSS and JavaScript websites, templates, prototypes, mobile sites and interactive advertising banners and leveraged popular APIs such as Facebook, Twitter, Google Maps, when necessary.
- Created wireframes, storyboards, diagrams, animations, special effects, redlines, sitemaps, analytics, link tracking, search engine optimization and search engine marketing.
- Installed and configured various content management systems such as Drupal or WordPress and
- Programmed customized templates and UI.

Education

MBA (Candidate for completion, Dec 2024) in Marketing

Bachelor of Fine Arts in Studio Art and Design

University of Idaho

Skills

- Blender 3D - Modeling, Animating, Rendering
- SEO & SEM
- Google Analytics, Google Console and Tag Manager
- Digital Marketing
- Photography
- Photoshop (10+ years)
- Adobe Creative Suite
- Web Programming
- Video Production
- Digital Design
- 3D Animation
- Adobe Premiere
- Adobe InDesign
- Video Editing
- Social Media Management
- Social media marketing (5 years)
- Keyword Research (6 years)
- Google AdWords
- Content Development
- WordPress, Sitelink & Drupal CMS
- Analytics
- Web Design
- Adobe Illustrator
- MySQL
- Data visualization

Website

<http://www.lukewallace.com>

Certifications and Licenses

Certified Drone Pilot - sUAG (Part 107)

July 2018 to July 2022

Unmanned Aircraft Pilot License