

Luke Wallace

Sr Digital Media Specialist
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Professional Summary

Creative and detail-oriented professional with experience in the aerospace and defense industry, specializing in video production and website development for marketing initiatives. Adept at crafting high-quality video content that communicates complex technical concepts effectively to diverse audiences. Proficient in designing and maintaining engaging, user-friendly websites that enhance brand visibility and drive customer engagement. Demonstrates strong collaboration skills, working closely with cross-functional teams to ensure alignment with organizational objectives and deliver impactful marketing solutions.

Skills/Tools

Blender 3D - Modeling, Animating, Rendering • SEO & SEM • Google Analytics • Google Console and Tag Manager • Digital Marketing • Photography • Videography • Web Programming • End-to-end Video Production • Digital Design • 3D Animation • Adobe Creative Suite • Photoshop • After Effects • Premiere • Illustrator • InDesign • Audition • Video & Audio Editing • Social Media Management • Social Media Marketing • Keyword Research • Google AdWords • Content Development • WordPress • SharePoint • Drupal CMS • Analytics • Web Design • MySQL • HTML/CSS • Data Visualization • Part 107 (Certified FAA Drone Operator)

Gear: Panasonic GH7 Camera • GoPro Hero • Insta360 • Black Magic ATEM Mini Pro • Sennheiser Microphones • DJI Ronin 4 Pro Gimbal Stabilizer • DJI Mavic Pro II Drone • DJI FPV Drone Operation • Spectrio Digital Signage

Work Experience

Sr Digital Media Specialist
CRANE AEROSPACE & ELECTRONICS - Lynnwood, WA
April 2017 to Present

- Produce, shoot, edit, and deploy internal and external company videos by utilizing diverse video and recording techniques; created impactful communications, including quarterly presidential messages, resulting in improved employee alignment with company vision and strategic goals.
- Design compelling visual content by integrating 3D modeling and motion graphics to simplify complex aerospace concepts; successfully communicated product capabilities, helping customers understand solutions and driving engagement in sales discussions.
- Lead campaign performance analysis by developing and tracking KPIs, implementing data-driven strategies to enhance effectiveness; achieved measurable gains in brand visibility and campaign ROI through targeted SEO and digital outreach.
- Manage and optimize the corporate website through strategic UX enhancements and SEO best practices; increased online lead generation and drove a consistent 20% year-over-year growth in web traffic and conversions.
- Create interactive digital media for trade shows and events by collaborating with vendors and internal stakeholders; develop engaging touchscreen experiences that enhance customer interaction and booth engagement.
- Capture and produced high-quality photo and video assets for use across websites, brochures, presentations, and trade shows by leveraging advanced photography and videography techniques; enhanced the brand's professional image and promotional effectiveness.
- Provide digital media deployment guidance by advising teams on platform-specific best practices and technical execution; ensure communications reached target audiences effectively across multiple digital channels.

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 and 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 an 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 & STONE 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 processes for building and maintaining interactive projects as well as acting as a liaison between agency leaders and clients to pitch complex digital strategies.
- Coded cross-browser HTML, CSS and JavaScript websites, templates, prototypes, mobile sites and interactive advertising banners and leverage 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

BFA - Studio Art and Design - University of Idaho

MBA - Master's in Business Administration - WGU

Certifications and Licenses

Certified Drone Pilot - sUAG (FAA Part 107)

Links

<http://www.lukewallace.com>

<https://www.linkedin.com/in/luke-wallace-80b77b9/>