

Luke Campese

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PROFESSIONAL SUMMARY

Marketing professional with experience in advertising, campaign strategy, digital marketing, and event production at Cox Media Group, Hubbard Media, and The Media Audit. Turns audience analytics into client-ready presentations and builds integrated audio, digital, and event campaigns that help businesses reach the right customers. Works directly with clients, sales teams, and creative teams to deliver results.

PROFESSIONAL EXPERIENCE

Marketing Manager (Full-Time, Remote)

June 2026 – Present

The Media Audit | Houston, TX (Remote)

- Build client-facing presentation decks for TV, radio, and print partners using audience analytics and market research data from The Media Audit
- Partner directly with media sales teams to interpret audience data and shape client pitches
- Manage social media marketing and content, build and maintain the company website, and contribute to UI development
- Provide sales support and marketing materials that help teams win and retain accounts

Event Coordinator (Part-Time)

May 2026 – Present

Cox Events Group | Orlando, FL

- Plan and produce events for Cox Media Group and the City of Orlando, including Fireworks at the Fountain (Lake Eola), All Star Jam, and Noche de San Juan
- Handle site mapping, presentation decks, and vendor management from planning through day-of execution
- Collaborate cross-functionally with clients, sales, and marketing teams to deliver events that meet partner goals

Marketing Consultant

July 2025 – March 2026

Hubbard Media & 2060 Digital | West Palm Beach, FL

- Drove revenue growth through integrated audio, radio, and digital advertising campaigns
- Advised business owners and media buyers on customized, goal-based marketing strategies
- Aligned creative, programming, and digital teams for consistent campaign execution
- Managed client relationships and optimized campaign performance

Promotions Specialist

May 2022 – July 2025

Cox Media Group | Orlando & Miami, FL

- Executed live events, station activations, and sponsored promotions across two major markets
- Represented station brands at community and marketing events
- Supported advertiser campaigns to increase visibility and audience engagement

On-Air Talent & Board Operator

Jan 2025 – July 2025

Cox Media Group | Orlando & Jacksonville, FL

- Produced on-air content for major-market stations, including 95.1 WAPE
- Created voice-tracked segments and promos using Adobe Audition and WideOrbit
- Assisted with live broadcast operations for WDBO and WKKA

Station Manager

Oct 2021 – May 2024

FAU Owl Radio, Florida Atlantic University | Boca Raton, FL

- Led station operations including programming, staffing, budgeting, and events
- Developed promotional initiatives and campus partnerships
- Oversaw operational and financial decision-making

LEADERSHIP

Board Member

Nov 2025 – Present

Florida Atlantic Alumni Association

EDUCATION

B.A., Communication Studies

2024

Florida Atlantic University

SKILLS

Marketing & Advertising: Campaign Strategy, Integrated Marketing, Digital Advertising, Social Media Marketing, Content Creation, Brand Promotion, Sales Support, Client Presentations, Audience Analytics, Market Research

Events & Operations: Event Planning, Event Marketing, Vendor Management, Budget Management, Project Coordination, Cross-Functional Collaboration, Client Relations

Platforms & Tools: The Media Audit, Nielsen Scarborough, MarketTron, WideOrbit, Meta Business Suite, Google Marketing Platform, Adobe Audition, Photoshop, Acrobat, Final Cut Pro, CapCut, Canva, Microsoft Office, Apple iWork