

Luke Anthony Campese

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EXPERIENCE

Marketing Associate | The Media Audit | Houston, Texas (Remote) | June 2026- Present

- Creating decks for clients in media using data from The Media Audit software's data
- Work hand-and-hand with TV, Radio, and Print to discuss audience data
- Social Media Management
- Website Editing
- Sales Support and Marketing

Event Coordinator | Cox Events Group | Orlando, FL | May 2026 – Present

- Plan and Produce Events for Cox Media Group & The City of Orlando
- Mapping, Deck Creation, Vendor Coordination
- Work directly with clients, sales team, and marketing to execute / plan events
- Event Examples: Fireworks @ the Fountain (Lake Eola), All Star Jam, Noche De San Juan, etc.

Marketing Consultant | Hubbard Media & 2060 Digital | West Palm Beach, FL | July 2025 – March 2026

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

Promotions Specialist | Cox Media Group | Orlando & Miami, FL | May 2022 – July 2025

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

On-Air Talent & Board Operator | Cox Media Group | Orlando & Jacksonville, FL | Jan 2025 – July 2025

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

Station Manager | FAU Owl Radio – Florida Atlantic University | Boca Raton, FL | Oct 2021 – May 2024

- Led station operations including programming, staffing, budgeting, and events
- Developed promotional initiatives and campus partnerships

- Oversaw operational and financial decision-making

LEADERSHIP

Board Member | Florida Atlantic Alumni Association | Nov 2025 – Present

EDUCATION

B.A. Communication Studies – Florida Atlantic University (2024)

SKILLS

Adobe Suite (Audition, Photoshop, Acrobat), Wide Orbit, Meta Business Suite, Google Marketing Platform, Final Cut Pro, CapCut, Canva, Microsoft Office, Event Marketing, Promotions, Social Media, Website curation, MarketTron, The Media Audit, Nielsen Scarborough, Apple iWork