Luke Gresser

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Education

University of San Francisco, San Francisco, CA   May 2020
  Bachelor of Arts in Business Administration, *Cum Laude*   GPA: 3.74/4.0
  Relevant Coursework: Digital Marketing, Product Engineering and Systems in Organizations

Work Experience

Yuma Swap Meet, Yuma, AZ   January 2020-Present
Digital & Facebook Marketing Manager
- Manage Digital & Facebook marketing strategy for largest swap meet in Southern Arizona (30,000 attendee / week).
- Work with executives to identify target market segments based on geography, age, language, ethnicity and interests.
- Design and run Google and Facebook ad campaigns with unique copy and creative aimed at target markets.
- Integrate online with traditional media campaigns, targets and marketing.
- Reduced the cost per click from >$1.30 to $.25 by actively managing targets, placement and dynamic creative.
- Created regularly scheduled organic posts and posted content in real-time when necessary.
- Manage my schedule while working remotely.

Majid Dadgar at the University of San Francisco, San Francisco, CA   September 2019-December 2019
Teacher's Assistant for "Systems in Organizations"
- Taught SQL using MySQL and helped students identify errors in their SQL code in MySQL Workbench.
- Taught students project management with Smartsheet Gant Charts.
- Graded assignments and identified instances of academic dishonesty.
- Created detailed reports for the professor after every assignment and exam.

Catalyst SF, San Francisco, CA   January 2019-December 2019
Marketing Strategist Intern at San Francisco Branding and Marketing Firm
- Conducted marketing research for clients ranging from established wineries to hardware startups.
- Created 20+ strategy and research presentations.
- Contributed to strategy meetings and client calls.

EB-5 New York State, Buffalo, NY   January 2018-April 2018
VBA Programmer at International Finance Firm
- Automated accounting tasks in Excel using VBA and Tableau to visualize data.
- Created dynamic, one-click solutions to make work faster and reduce errors.
- Self-taught using online resources, videos, and documentation.
- Worked with executive team but was remote and self-directed.

Independent Tax Representatives, San Francisco, CA   June 2017-January 2018
Staff Analyst Intern at San Francisco Property Tax Valuation and Appeals Firm
- Filed property tax appeals in most California counties.
- Appraised the value of commercial real estate and high-end residential homes.
- Drafted appeals for hearings that successfully lowered my client's taxes.
- Met with assessors from Alameda County for finding of facts and to challenge their assessment.

Skills & Interests

Skills: MS Office (Excel, Excel Macros, PowerPoint, Word), Tableau, Facebook/Instagram Marketing, Google AdWords,
        SQL and Web Development (HTML/CSS/JavaScript)
Language: Spanish Proficiency
Interests: Dogs, Gardening, Cooking, Technology, Traveling, Real Estate, Sneakers, and Skateboarding