

LUKE COLOMBO

Brand Strategist

CONTACT

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lukecolombo.com

SKILLS

Brand Strategy & Positioning
Brand Audit
Qual & Quant Research
Competitive Analysis
Critical and Creative Thinking
Presentation Flow
Financial Analysis
Sketch
Invision

INTERESTS

Business Innovation and Transformation
Organizational Strategy
Strategy & Design
Solving Brand Problems with More Than
Just Communications

ASK ME ABOUT MY

College Basketball Career
Homemade Shuffleboard Table
Favorite Stand-Up Specials
Love of the New York Knicks
Hatred of the Knicks' Owner

EDUCATION

VCU Brandcenter

August 2017-Present

- M.S. in Business/Branding, Concentration in Creative Brand Management (CBM)
- CBM Track: Core fundamentals of a traditional MBA, while focusing intently on creativity & cross-disciplinary collaboration

Haverford College

August 2011 - 2015

- B.S. in Psychology
- Senior Thesis: Perceptions of Deviations from Normative Relationship Scripts; applied SPSS statistic analysis and narrative coding in testing significance of variables

EXPERIENCE

Translation - Brand Strategy Graduate Intern

June 2018 - August 2018

- Worked on projects primarily for the NBA, as well as the Indiana Pacers, Brooklyn Nets, and JBL Audio
- With a team of intern creatives, developed and presented strategy for a new campaign centered around the NBA Draft
- Curated and branded a weekly newsletter shared with the entire NBA team (Account, Strategy, & Creative) aimed at highlighting the intersection of basketball and culture at large
- Participated in the creative development of a digital content series for JBL Audio that has since been produced and run

Merrill Lynch Wealth Management - Financial Advisor

June 2015 - June 2017

- With one Senior Partner, comprised a wealth management team responsible for over \$1.7MM in annual revenue
- Prospecting efforts (cold calling, digital marketing, seminars) resulted in 7 new high net worth households and an increase of over \$100,000 in annual revenue year-over-year
- Responsible for team's digital presence, through management of the team website and LinkedIn profiles
- Led transition efforts of practice to comply with the Department of Labor's new Fiduciary Rule