

# LUKE COLOMBO

Brand + Innovation Strategist

## CONTACT

631.708.6662  
lucas.colombo24@gmail.com  
lukecolombo.com

## SKILLS

Brand Strategy & Positioning  
Business Strategy  
Qual & Quant Research  
Data Analysis & Synthesis  
Strategic and Creative Thinking  
Presentation Flow  
Financial Analysis  
Sketch  
Invision

## INTERESTS

Brand, Product, & Service Innovation  
Business Transformation  
Strategy & Design  
Organizational Strategy  
Brand Strategy Applied Beyond Comms

## ASK ME ABOUT MY

College Basketball Career  
Burgeoning Love of Woodworking  
Favorite Stand-Up Specials  
Love of the New York Knicks  
Disdain for 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, with an intent focus on creativity & cross-disciplinary collaboration

### Haverford College

August 2011 - 2015

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

## EXPERIENCE

### Anomaly - Senior Innovation Strategist

August 2019 - Present

- Key contributor to a small and fierce team of experienced strategists helping clients create & launch new brands, products, and services.
- Design and conduct user research, craft & support strategic narratives, present to and facilitate workshops for senior clients across CPG, Tech, Retail, & Healthcare
- Clients include Albertsons Companies, Abbott Labs, NBCUniversal, BRP, & smaller, entrepreneurial startups

### Translation - Brand Strategy Graduate Intern

June 2018 - August 2018

- Clients: NBA, Indiana Pacers, Brooklyn Nets, + JBL Audio
- Crafted strategy for new campaign centered around NBA Draft
- Curated and branded weekly NBA Newsletter shared with entire NBA team (Account, Strategy, + Creative) that highlighted the intersection of basketball and culture

### 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