

Luke Hurtado

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SUMMARY OF QUALIFICATIONS

Innovative social media strategist and brand storyteller with a proven track record of building community and driving audience engagement through data-driven communication campaigns. Passionate about the technology industry and skilled at tracking social performance metrics, trend analysis, and content development across multiple platforms. Expertise includes:

- Storytelling with Social Media Performance Analytics
- Audience Data Mining & Trend Identification
- Multimedia Content Creation
- Collaborative Strategy Execution Across Teams
- Copywriting & Messaging Alignment
- Digital Campaign Management

EXPERIENCE

Social Media & Communications Intern, Upwardly Global **June 2024 – September 2024**

- Tracked and reported on campaign performance across Facebook, Instagram, LinkedIn, and X, achieving a 172.6% growth in engagement and a 175% increase in impressions, leveraging data insights to optimize posts.
- Managed a social editorial calendar using Sprout Social, ensuring alignment with organizational goals and increasing share of voice by 4.19% over three months.
- Developed visually compelling content using Adobe Photoshop and Canva, with trend-aligned strategies that boosted engagement by 75% within the first month.
- Collaborated with cross-functional teams, including leadership and partners, to successfully promote the Upwardly Global Equity Gala, leading to a 20% increase in ticket sales.

Communications & Program Support Intern, Urban Rural Action **August 2023– December 2023**

- Led the promotion of Urban Rural Action's "National Day of Dialogue," successfully attracting over 200 participants through targeted external communications and marketing.
- Created and managed branding assets for promotional events, coordinating content across platforms to ensure cohesive messaging.
- Utilized email marketing tools like MailChimp to design newsletters sent to over 1,500 recipients, enhancing engagement with event campaigns.

Public Affairs Intern, Cerrell Associates **August 2022 – December 2022**

- Provided data-driven communications strategies to support clients in promoting large-scale infrastructure initiatives.
- Conducted rapid research and analysis of complex information to inform crisis PR and advocacy responses under tight deadlines.

EDUCATION

University of Southern California **May 2025**
Master of Arts, Public Relations and Advertising

University of Southern California **May 2025**
Bachelor of Arts, Political Science

TECHNICAL SKILLS

- **Social Media Tools:** Sprout Social, Meltwater, LinkedIn, Facebook, Instagram, X
- **Multimedia Content Creation Tools:** Adobe Photoshop, Canva Suite
- **Analytics Tools:** Google Analytics, Social Listening via Mention, Audience Data Mining via Google Colab
- **General Software:** Microsoft Office, Google Suite, Squarespace, MailChimp