**Luke Gilmore**

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(571) 373-6091● lukergilmore@gmail.com

**EDUCATION**

**James Madison University,** Harrisonburg, VAExpected Graduation:May 2025

Bachelor of Business Administration:Marketing

Concentration*:* Digital Marketing

**EXPERIENCE**

**Madison Automotive Apprentices, Harrisonburg, VA**September 2022 – Present

***Marketing Intern***

* Manage the website development for the shop by creating numerous blog posts, website pages, and monthly newsletters
* Organize all social media accounts including Instagram and Youtube with average insights of 2.5 thousand reach per week
* Produce photography and videography content using Adobe Lightroom and Premiere weekly
* Plan and direct 1-2 events per semester (e.g Cars and Coffee)

**Chick-Fil-a, Burke, VA**May 2022 – August 2024

***Customer Service***

* Assisted customers by taking 200+ orders a day in an expedient and professional manor
* Maintained cleanliness of restaurant daily
* Followed up with customers in order to maintain quality service

**CAMPUS INVOLVEMENT**

***Latin Dance Club,*** James Madison UniversityJanuary 2023 - Present

***Events Coordinator***

* Coordinate dancing events bi-weekly
* Manage collaborations with other clubs weekly
* Prepare for professional performances once a month

***Intervarsity,*** James Madison UniversitySeptember 2022 – Present

***Member***

* Coordinate with others to create bonding events every month
* Plan strategies to make people feel welcome with the Hospitality Team twice a week

***Motorsports Club,*** James Madison UniversitySeptember 2022 - Present

***Member***

* Attend gatherings for off-roading and racing
* Learn new driving skills and share information about vehicles

**SKILLS AND ACCOMPLISHMENTS**

* Proficient in Adobe Lightroom
* Photography/Social media management
* Events Planning
* Won third place in the Rocktown Rumble JMU Sales competition