

Luke Strother

Copywriter

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Portfolio: lukestro.com

Richmond, Va

Open to relocation

Education

Virginia Commonwealth University '22

- B.S. Interdisciplinary Studies: Creative Ad, Marketing and Creative Practice

VCU Brandcenter '24

- M.S. Business/Branding Copywriting

Experience

Popeyes Brandcenter Sprint (2024)

- Concepted an organic TikTok campaign to promote Popeyes wings during March Madness. We had 3 days to ideate and execute.

Takeaway: Concepting/Executing an idea within a short period.

Brandcenter Live Clients (2023)

Greenswell Growers

- A local lettuce company asked us to concept an idea, rebrand and come up with an activation for a 10k.

Takeaway: Creating a range of deliverables that fit under the ask of the brief.

Brady: Team Enough

- A non-profit asked us to create a campaign that would end gun violence once and for all.

Takeaway: Concepting with a team on a hard topic while ensuring a safe environment for everyone's ideas.

Pitching Scripts to Brian Camp Pictures (2023)

- My partner and I pitched a script for Fanduel to a production company.

Takeaway: How to get comfortable when pitching ideas to a client/director, and how to present a script.

Ask Me About

When I was forced to get plastic surgery.

Why some would say I'm a hero.

My phone call with Dirk Nowitzki.

Skills

- Concepting Ideas
- Creative Problem Solving
- Social Media Marketing
- Logic Pro X
- Final Cut Pro
- Illustrator
- Google Workspace
- Songwriting
- Film Production