

Luke Strother

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COPYWRITER | 571-265-6478 | Denver, CO

EXPERIENCE

Cactus Inc, Denver — *Junior Copywriter*

MAY 2024 - MARCH 2025

Clients: Colorado Lottery, North Carolina Education Lottery, Hoosier Lottery, Miami Herbert Business School, Fjallraven.

Produced radio, social campaigns, and OOH.

Popeyes Brandcenter Sprint

JANUARY 2024

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

Takeaway: Executing an idea in a short period of time.

Brandcenter Live Clients

SEPTEMBER 2023 - DECEMBER 2023

Wrote OOH, Social, Radio and TV for Greenswell Growers, Team Enough and Brian Camp Pictures.

Takeaway: Learned to understand tone and voice for real brands through a range of deliverables.

EDUCATION

VCU Brandcenter '24

2022 - 2024

M.S. Business/Branding Copywriting

VCU '22

2018 - 2022

Major in Advertising, Marketing and Creative Practice

SKILLS

Concepting

Creative Problem Solving

Social Media

Logic Pro X

Final Cut Pro

Adobe Illustrator

Google Workspace

Songwriting

Film/Radio Production

Directing Talent

ASK ME ABOUT

The time I was forced to get plastic surgery.

Why some would say I'm a hero when it comes to pool safety.

My phone call with Dirk Nowitzki.

AWARDS:

Communication Arts 2023
(Project: Green Mill)