

LUKE JAMES

Fayetteville, AR (Relocatable)

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Digital Marketing

Marketing Analytics

Brand Strategy

Marketing master's student with a bachelor's in computer science and experience in website development, search engine optimization, analytics, social media strategy, and brand-focused content. Passionate about using data, creativity, and audience insight to make marketing more human, strategic, and effective.

CORE SKILLS

Marketing Skills: Digital Marketing, Brand Strategy, Consumer Insights, Market Research, Content Strategy, Social Media Strategy, Campaign Development, Retail Strategy, SEO, Website Optimization

Tools: Microsoft Excel, Google Analytics 4, Google Search Console, SEMrush, Ahrefs, WordPress, HubSpot, Canva, Figma, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro

EDUCATION & PROJECTS

Sam M. Walton College of Business, University of Arkansas - Fayetteville, AR | M.S. in Marketing 08/2025 - Present

- **Relevant Coursework:** Digital Marketing, Marketing Analytics, Consumer Behavior, Market Research, Branding, Sales
- **Liquid I.V. Research Project:** Conducted market research within a four-person team through focus groups, interviews, surveys, and data analysis, helping develop a campaign concept for college-age audiences that was selected as the top proposal in the class for presentation to the brand team.

College of Engineering, University of Arkansas - Fayetteville, AR | B.S. in Computer Science 08/2020 - 05/2024

- **NASA Capstone Project:** Partnered with NASA and Arizona State University on the Psyche Mission to help design an interactive web-based game, translating mission data into accessible user experiences through research and data-driven design.

PROFESSIONAL EXPERIENCE

Sam M. Walton College of Business – Fayetteville, AR | Web Content and Optimization Intern 10/2025 - Present

- Supporting SEO, metadata, and content optimization for the Walton College website, helping improve search visibility and user discovery across a site serving 548,000+ annual active users.
- Analyzing GA4 and search performance data to identify content optimization opportunities and support best practices in metadata, search visibility, and user engagement.

Palmer Addiction Recovery Services - Tulsa, OK (Remote) | Social Media Manager 01/2025 - 12/2025

- Created strategically designed content that contributed to a 37% increase in followers and 66% increase in content interactions over 8 months.
- Planned, designed, and published 3–5 social posts weekly to strengthen brand consistency, increase engagement, and support outreach goals.

Lululemon - Rogers, AR | Educator 09/2024 – 03/2026

- Built authentic relationships with 60-100+ guests per shift while contributing to approximately \$20,000 in average daily sales.
- Recognized with the “Lululemon Fresh Award” for excellence in technical product knowledge and guest experience.

Riverside Digital Marketing - Tulsa, OK (Remote) | Front-End Developer 05/2023 - 08/2024

- Designed, developed, and launched a responsive, brand-driven website, shaping the logo, visual identity, color palette, and voice while applying UI/UX principles to create a cohesive user experience.

Analytical by choice. Creative by nature.

lukewjames.com