

Lukas Klause

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EDUCATION

Bachelor of Science in Business Administration
Concentration in Marketing
Biola University, La Mirada, CA

Graduated: **December 2019**
Magna Cum Laude
Overall GPA: 3.8

MARKETING EXPERIENCE

Marketing Intern (Shop & Support)

September 2019 - January 2020

- Identify & qualify potential partners and obtain key contacts information
- Develop online marketing materials to manage and support existing clients
- Maintained Salesforce database of clients, files, and presentations

Strategy Business Development (Patriots and Paws) - *found on personal website* **January 2019 - May 2019**

- Collaborated with a non-profit to develop one year business plan for their business operations
- Created social media, fundraising, volunteer targeting strategies, & promotion strategies that were implemented
- Improved SEO with the nonprofit's website to develop and solidify their online identity amongst competitors

Marketing Researcher (Oxman's Surplus Inc.) - *found on personal website* **September 2018 - December 2018**

- Conducted primary and secondary research on trends within the Surplus Store Industry
- Interviewed customers to gauge what type of problems the company was experiencing from their perspective
- Developed a survey to help gather accurate data about customer perspectives pertaining to a local business
- Analyzed and interpreted complex data to develop a report that illustrates how the company can improve

WORK EXPERIENCE

50/50 Raffle Salesman, Anaheim Ducks

September 2019 – March 2020

- Was top salesman & sold over \$59,000 in tickets over 30 games
- Interacted with fans and get them excited about the atmosphere
- Operated mobile devices to facilitate the payment process of credit cards and cash in the purchase of the ticket

Resident Advisor, Biola University

August 2018 – May 2019

- Creating floor community amongst 60 dorm residents by planning events and being available
- Enforcing community rules and guidelines in order to develop a stable and safe environment for all
- Developing leadership, event planning, social, and inclusion skills
- Organizing intercultural, social, and educational events throughout the semester for the dorm floor residents

Attractions Cast Member, The Walt Disney Company

May 2017 - August 2017

- Executed multiple attraction operating tasks at the Indiana Jones Adventure Attraction in Disneyland
- Fostered leadership skills and gained confidence in enforcing the rules
- Increased communication, people-to-people, multi-tasking, and improvising skills
- Received recognition for following attraction safety protocol twice

SKILLS

- Excellent in Excel, Word, PowerPoint, Salesforce, Tableau, Social Media platforms, & Intuit QuickBooks
- Great work ethic, extremely disciplined, critical thinker, event organizer, and a great communicator
- Intermediate proficient in Spanish
- Salesmanship, Marketing Research, Exploratory Research, Primary Research, People

CERTIFICATIONS & LICENSES

- Brandwatch, Hootsuite, Google Analytics, & Hubspot

AWARDS

- Eagle Scout **December 2014**
- Seal of Bi-literacy **June 2016**
- Biola Deans List (maintain above a 3.7 GPA) **September 2016–December 2019**