

LUKE WILLIAM FORAND

New York, NY

[Luke William Forand](#)

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STRATEGIC MARKETING LEADER

Passionate marketer who builds and promotes strong brands to drive revenue

Experienced marketing professional with a proven track record of impactful, quality work for national brands and marketing agencies. Dedicated, detail oriented and results driven, moving easily from building strategy to executing tactics. Strong communicator, team player and savvy relationship builder, capable of generating enthusiasm and advocacy at all levels, internally and externally. Over 14 years of experience in marketing, collaborating across departments to lead marketing strategies in support of overall business priorities.

- Marketing Strategy
- Analytics & Reporting
 - Digital Marketing
- Budget Accountability
- Agency Management
- Business Development
- Project Management
 - Branding

PROFESSIONAL EXPERIENCE

HUDSON CREATIVE, New York, NY

Director of Marketing & Growth

2020 - October 2023

- Oversaw all marketing activity, including digital advertising, search engine optimization (SEO), social media, partnerships, email newsletters, blog and web content, increasing lead generation by 150% and new client bookings by 40% from (2022 vs. 2019)
- Grew revenue from \$500K to \$1.1MM from (2022 vs. 2019)
- Built marketing scopes, plans and strategies for top-tier clients, including PepsiCo, Wolfgang Puck, Delaware North and NYC Tourism + Conventions
- Led product marketing, created and launched new services and product offerings to increase monthly revenue by over 50% in my first two years.
- Served as right-hand to the President and Founder, leading business development and company strategy as a two-person corporate leadership team and executing hiring and scaling from 5 to 15 employees
- Networked and built partnerships to generate co-marketing opportunities and new business
- Managed company rebrand and website redesign (2021 and 2023)
- Directed all sales activity, including sales forecasting, outreach and signing new restaurant group clients
- Built new sales and marketing assets, established sales lead tracking systems, training and onboarding documents, pricing calculators, departmental systems and cross-department procedures to support new business

DELAWARE NORTH, New York, NY

Senior Marketing Manager, Patina Restaurant Group

2017 - 2020

- Built, led and executed marketing activity for 9 brands totalling over \$60MM yearly revenue
- Created and implemented marketing plan for The Rink at Rockefeller Center, generating over \$3.8MM in yearly e-commerce revenue
- Managed 5+ internal team members as well as third-party agencies on design, public relations, social media, SEO, online ads, web development and marketing data analysis
- Developed and executed unit-specific and company-wide revenue-driving marketing, analyzing results to determine ROI, generate key learnings and guide marketing department strategy
- Built and fostered collaborative marketing initiatives and events with internal teams and launched partnerships and activations with external partners, vendors and property owners
- Drove company-wide advancement of CRM, loyalty programs, web development and marketing data analysis

Marketing Manager, Patina Restaurant Group**2014 - 2017**

- Managed design of signage, menus and all other print and digital assets
- Copywrote for advertisements, restaurant and corporate websites, e-newsletters and social media
- Marketing lead for three location openings, in charge of managing team building original restaurant concepts and branding, establishing standards and building initial marketing strategies with the executive leadership team
- Launched a rewards and payment mobile app with over 3,500 app users for a two-location quick-service brand

PIE FACE USA, New York, NY**Sales & Marketing Manager****2012 - 2014**

- Developed and executed strategy and marketing plan for corporate branding, retail and product marketing during U.S. brand launch and 8 store openings
- Created Brand Style Guide for global partners and led brand identity development during international expansion
- Ran the Catering Department (\$1.1MM sales in 2014) including sales, client relations, special events and logistics
- Created all social media plans, content and copy, increasing social media interaction by 300% in 2014
- Pitched and secured press coverage including appearances on David Letterman, Celebrity Apprentice, Good Morning America, Good Day NY, and placements in NY Times, NY Metro and other local publications
- Led team of 10 brand ambassadors, executing local area promotions and events, increasing store revenues and foot traffic 75-125% on average during these activations

ZIA'S, Baltimore, MD**Marketing & Operations Manager****2009 - 2012**

- Ran the Marketing department, overseeing all programs and managing all marketing channels
- Increased yearly revenue by 70% and profits by 200% from 2010 to 2012
- Created Zia's Wholesale line and signed over 20 accounts worth over \$500K in annual revenue
- Managed and executed top tier client events, owning menu creation, pricing and planning
- Launched Twitter and Instagram accounts and built significant Facebook presence for the brand
- Wrote all brand copy, including monthly newsletter and emails to over 2000 Zia's fans
- Developed operational strategies for customer relations, sales, event management, scheduling, employee management, budgeting, and logistics
- Served as company leader and number two to the sole owner and founder

EDUCATION**Bachelor of Arts, FORDHAM UNIVERSITY, New York, NY, 2009**

Bachelor of Arts, Major in Communications & Media Studies

SKILLS

- Proficient in Google Analytics, Google Tag Manager, Google Search Console, Google Ads, Meta Business Suite & Business Manager, Squarespace, BentoBox, Asana, Basecamp, HubSpot, Google Workspace Suite, Microsoft Office Suite, Microsoft Outlook, Windows & Mac OS, Emma, Mailchimp and SEM Rush
- Familiar with WordPress, Wix, Figma, Photoshop, Adobe Suite, Canva and most standard restaurant tech stack platforms/systems