

Luke Alexander Arnould

Abbeville, LA | 337-962-5934 | unclenick_713@hotmail.com

Professional Summary

Creative marketing professional with 1.5 years of experience specializing in digital marketing, social media strategy, video production, branding, graphic design, and event promotion. Skilled at developing engaging content, managing social media campaigns, and producing high-quality visual media that strengthens brand awareness and drives customer engagement. Passionate about creating innovative marketing strategies that increase visibility, build customer relationships, and support business growth.

Professional Experience

Cajun Harley-Davidson – Motorcycle Dealership – Scott, Louisiana

Parts Associate (Oct 2021 – Apr 2025) / Marketing Manager (Apr 2025 – Present)

- Direct all dealership marketing initiatives across digital, print, video, and social media platforms.
- Develop & execute marketing strategies that increase brand awareness, customer engagement, and showroom traffic.
- Produce promotional videos, commercials, event coverage, and social media content.
- Design digital advertisements, print materials, promotional graphics, signage, & branded marketing assets.
- Manage social media platforms and create campaigns generating thousands of monthly engagements.
- Coordinate dealership events, promotions, and community outreach efforts.
- Manage Meta advertising campaigns as well as email and text messaging marketing initiatives.
- Capture & edit professional photos and video showcasing inventory, events, employees, and customers.
- Collaborate with all dealership departments to support business goals through marketing.
- Assisted customers in selecting genuine Harley-Davidson parts, accessories, and riding gear.
- Built strong customer relationships through knowledgeable recommendations and exceptional service.
- Maintained inventory accuracy, merchandising standards, and product displays.
- Coordinated with the service department to ensure timely parts availability.
- Contributed to dealership sales by recommending complementary products and upgrades.

NG Services – Telecommunications & Network Installation Company – Lafayette, Louisiana

Tech Assistant (Mar 2017 – Dec 2017) / Crew Leader (Dec 2017 – Oct 2021)

- Installed and terminated telecommunications cabling for hospital network infrastructure.
- Routed, labeled, tested, and documented Cat5e and Coax network cable installations.
- Installed network devices, including switches, access points, cameras, & related hardware.
- Read and interpreted network layouts and cable plans to ensure accurate installations.
- Diagnosed and resolved cabling and connectivity issues to maintain reliable network performance.
- Maintained a clean, organized, and safety-compliant work environment while working in active healthcare facilities.
- Worked collaboratively with contractors, IT personnel, & hospital staff to complete projects on schedule.

Education

- North Vermilion High School
- Graduated in 1997 with honors (GPA above 3.4) with TOPS and was included in Who's Who
- Beta Club, Math Club, Science Club, Chess Club, Speech, & 4-H

Skills

Digital Marketing, Social Media Marketing, Social Media Management, Content Creation, Graphic Design, Brand Development, Event Planning & Promotion, Email & Text Marketing, Adobe Photoshop, Illustrator, & Lightroom, Photography, Videography, Video Production & Editing, Meta Ads Manager, AI Image & Video Production, Microsoft Word, & Microsoft Excel.