

Luke Gear

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 www.ccgstudios.com

MARKETING STRATEGIST | CONTENT CREATOR & PHOTOGRAPHER

- ✓ **AN EXPERT MARKETER** with 15+ years of experience who brings an integrated approach to attention-grabbing content that consistently outpaces the competition and enables marketing teams of all sizes to win on their terms. An expert in executing large-scale content pivots to create sustainable ROI for all types of media such as website, social, and digital advertising.
- ✓ **A CREATIVE PHOTOGRAPHER AND COPYWRITER** committed to the craft of storytelling and the art of subjects photographed. Works well in a variety of environments to produce quality visuals and writing that drive entertainment and engagement, resulting in immediate and exceptional business returns.
- ✓ **A WARM, HIGH-EMPATHY COLLABORATOR** with a decade of experience working cross-functionally with teams and people, earning the trust of stakeholders at all levels of an organization. Expert level team trainer, negotiator, and nurturer of strategic partnerships.

Cross-Functional Teamwork • Business Strategy • Photography • Growth Initiatives • eCommerce • Digital Marketing • Business Development
Automotive • Process Improvement • Change Management • CRM • Pricing & Product Strategy • Social Media Content • Merchandising • Sports
Highlight Reels • Weddings • Special Events • Websites • Sales Enablement • Client Service • Retail • Content Creation & Management
Photo Editing • Deadline Driven • Google Ads • Content Development • Public Relations • SEO • SEM • Marketing Automation
Blogging • Content Marketing • Advertising • Relationship Management • Marketing Automation • Analytics • Videography • Pay-Per-Click
AI • Copywriting • Video Editing • Content Strategy • Project Management • Branding • Proofreading • Media Buying • Sales
Graphic Design • Content Management Systems • Team Management • Email Marketing • A/B Testing • B2B • B2C • Negotiating

PROFESSIONAL EXPERIENCE

PHOTOGRAPHY & CONTENT CREATION

- Provide custom photography for automotive, sports, special events, wedding, and retail sectors across the South-Central Pennsylvania region
- Strong emphasis on photography for small business marketing initiatives; support small-to-mid-sized projects with creative ideas and alternatives to expensive shoots; Average Project Size: \$5K
- Responsible for photography of approximately 100 sporting events, 100+ weddings, 200+ special events, and 50+ retailers throughout tenure with packages ranging from \$200-\$10K for 500-5,000 images.
- Responsible for organic and paid social media advertising content, vehicle inventory photography, website content creation, as well as YouTube, Instagram and Pinterest pages and content
- Responsible for photo editing, including retouching, editing, cropping, and graphics as well as photograph restoration and design

MARKETING & E-COMMERCE

- Responsible for social media and 3rd party site merchandising of 600+ new and used vehicle listings with 25-30 photos, and 30-60 second video for high profile vehicles: optimized pricing, descriptions, photos, spotlights on listings every 10-14 days
- Responsible for the management and upgrade of 4 websites and creation of a new site
- Marketing efforts led to #1 Market Ranking for Vehicle Description Page views, with 14%+ share-of-market
- Vehicle description and photos of used 2017 Toyota Tacoma received 22 virtual deal pencils within 20 minutes of live online listing
- Adjusted merchandising and go-to-market strategy resulted in the sale of a 1978 Toyota Land Cruiser in 40 days, after days-on-lot exceeded 1,000
- Throughout nationwide inventory shortage, digital marketing efforts resulted in YoY increases of VDP views of 500%+ at peak for all advertised inventory from 2022-2023
- During a 3-month period, advertising listings and photography increased market share of VDP views by nearly 60% on Autotrader digital auto listings while market inventory levels (Kelley Blue Book) decreased by 20%+; an increase of 80%

SALES & RETAIL

- Responsible for the sale of new and used vehicles. Responsible for average sales of up to 20 vehicles/month throughout tenure
- Responsible for working out deal with local property investors to furnish commercial appliances for 530+ rental properties in the Harrisburg area. Work included sale and delivery totaling \$1M+ throughout tenure.
- As project manager for the commercial lighting division of a large electric company, was responsible for the sale and installation of \$4M+ in energy efficient upgrades to lighting equipment
- Responsible for record-breaking district sales in life insurance policies totaling 7 for the month, roughly 64% of the team's sales
- Responsible for finance, insurance, and delivery options as well as post-sale service as needed

COMPANIES

CCG Studios

Photography Studio Owner, (2006–Present)

South Central PA

Kyner's Auto Sales

Photographer, Content Creator (March. 2024– Aug. 2025)

Chambersburg, PA

Buchanan Auto Stores

Marketing Manager (Jan. 2022– March 2023)

Waynesboro, PA

Aubrey Alexander Toyota

Photographer, Marketing Specialist (2018–2022)

Selinsgrove, PA

The Lewisburg Studio

Contract Graphic Designer (Nov. 2009–July 2010, Aug. 2014– Oct. 2016)

Lewisburg, PA

OneMain

Personal Loan Specialist (Jan. 2017–May 2018)

Williamsport, PA

Blaise Alexander Chevrolet and Buick

Sales Consultant (May 2016– Jan. 2017)

Muncy, PA

State Farm

Insurance Agent (July 2015– Jan. 2016)

Sunbury, PA

TECH TOOLS

Adobe • E-Leads • Photoshop • Dealer.com • Lightroom • InDesign • Cannon • vAuto
Autotrader • nVision • ListingLogic • Cars.com • CarGurus • DealerOn • Team Velocity • Apollo • Google Ad Words
Google Analytics • Google Search • Kelley Blue Book

EDUCATION & CERTIFICATIONS

Bachelor of Science, Applied and Mass Communications

Indiana University of Pennsylvania

2004–2008

- Society of Professional Journalists– IUP Chapter
- Weekly SPJ Show Host, WIUP-FM
- Production & News Crew Member, WIUP-TV / WIUP-FM
- Photography Editor, The Penn
- President & The Hawkeye Online Newspaper Creator, Multimedia Convergence Committee
- Creator, IUP Communications Department Photography Studio

Social Media Certification

Hubspot Academy

2023– 2025 | 96% Certification Exam Score

Digital Marketing Certification

Hubspot Academy

2023–2024 | 98% Certification Exam Score