

Luke Williams

lukewms@vt.edu | (540) 641-5487 | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Marketing and communications leader driving demand generation, brand strategy, and integrated campaigns. Track record of triple-digit growth in applications, traffic, and engagement while managing seven-figure budgets and cross-functional teams in matrixed environments. Builds and leads high-performing teams that translate strategy into measurable growth.

EXPERIENCE

Associate Director of Digital Marketing & Media

Aug 2025 – Present

Office of Graduate & Executive Education, Pamplin College of Business at Virginia Tech

- Lead marketing, communications, and brand strategy for a portfolio of graduate and professional business programs spanning MBA, master's-level analytics and information technology degrees, an Executive Ph.D., and Executive Education.
- Drove a 180% increase in MBA submitted applications (Fall '26 vs. '25, as of Apr. 15) by leading the Flex MBA public launch, developing stakeholder-aligned marketing plans, and architecting email prospect nurturing campaigns across social and web.
- Delivered a 71% increase in direct web traffic across the graduate portfolio by launching SEO/AIO-optimized program websites.
- Generate media placements in regional, trade, and national outlets by pitching stories, organizing reporter interviews, and writing and editing articles in partnership with college and university marketing and communications.
- Manage ~\$850,000 in annual marketing and advertising spend and a team of five (one full-time, four part-time), including agency and research firm relationships, hiring, performance planning and evaluation, and professional development.
- Steward brand identity, editorial standards, and accessibility compliance across web, email, social, and print.

Associate Director of Marketing, Communications & Events

Feb 2022 – Aug 2025

Center for Business Analytics, Pamplin College of Business at Virginia Tech

- Drove a 100% increase in applications, 90% increase in admitted students, and consistent growth in applicant quality for the master's program in business analytics; program rose to rank #20 in Business Analytics Master's in the U.S. (TechGuide, 2026).
- Planned, promoted, and executed annual data analytics symposia attracting 315+ attendees and 96.4% satisfaction; secured corporate sponsorship generating \$35,000+ in revenue; cultivated close relationships with key alumni and board members.
- Grew social media presence across 6 platforms, achieving a 1,530% increase in impressions, 304% increase in followers, and 16% average engagement rate by reach.
- Supervised two part-time employees; filmed and produced 40+ videos; wrote 10 published news articles; designed and maintained the departmental website with a focus on SEO, accessibility, and brand identity.

Marketing & Communications Manager

Jan 2020 – Feb 2022

Housing and Residence Life, Student Affairs at Virginia Tech

- Led marketing and communications through the COVID-19 pandemic, providing Virginia Tech's 10,000+ residential students with vital, timely information across email, web, social, and print channels.
- Increased Facebook reach by 5,457% and Instagram reach by 822% by developing and executing comprehensive social and content marketing campaigns; supervised a team of student marketing specialists.
- Designed and maintained the departmental website (HTML, CSS, CMS); produced promotional videos, photography, print collateral, and a weekly email newsletter; managed prospective student communications via the Slate CRM and tracked performance data for year-end reporting.

Director of Communications and Technology

May 2017 – Jan 2020

Blacksburg United Methodist Church

- Provided leadership and oversight for all internal and external communications; established brand and visual identity standards; produced content across web, social media, newsletters, video, photography, and print for weekly services, special events, and outreach campaigns.
- Delivered public relations and member-facing communications support; maintained strict confidentiality with sensitive health and personal information.
- Modernized the church's web presence and digital infrastructure; established workflows for content production, A/V, and live streaming that supported weekly services and outreach.

EDUCATION

Master of Arts, Communication — Virginia Tech

2025

Bachelor of Arts, Music — Virginia Tech, *Cum Laude*

2017

CERTIFICATIONS & RECOGNITIONS

40 Under 40, Montgomery County Chamber of Commerce, 2024

Top Paper, Rhetoric & Public Address, Eastern Communication Association, 2024

Certified Professional in Web Accessibility (CPWA), IAAP, 2023

SELECTED SKILLS

Brand Strategy & Vision | Enrollment Marketing | Media Relations | Supervision & Mentorship | Agentic AI Tools & Workflows
SEO/AIO & Web Accessibility | Social Media Strategy | Videography & Photography | Email Marketing & Campaign Development
UX/UI Design | Data Analysis & Visualization | Adobe Creative Suite | Project Management | Event Planning & Production