Luke Renfro

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SUMMARY

- Award-winning creative advertising professional with over 20 years of experience in developing full-scale comprehensive entertainment advertising and marketing campaigns
- Proven track record in art direction, keyart development, AV production, copywriting, and brand strategy driving successful campaigns for major film and television franchises
- Adept ability to develop and execute high-impact campaigns for top-tier entertainment franchises, ensuring consumer engagement and commercial success

SKILLS

- Creative Strategy & Brand Development - Art Direction & Graphic Design
- AV & Interactive Production - Copywriting & Content Development
- Film & Television Marketing - Consumer Engagement & Advertising Campaigns
- Print Production & Packaging - Cross-functional Team Leadership & Strategy

EXPERIENCE

PARAMOUNT PICTURES

Manager, Creative Advertising Home Media (2007-2024)

- Led as a creative implant for multiple full-service agencies over my time at Paramount including BOND, InSync Bemis Balkind, REV, and others
- Developed creative campaigns for major franchises including Sonic the Hedgehog, Shrek, Star Trek, Madagascar, and How to Train Your Dragon
- Created advertising marketing strategies, keyart, packaging, AV and online for many tentpole titles such as SpongeBob Squarepants, Teenage Mutant Ninja Turtles, as well as launching the Paramount Presents film collection
- Specializing in ideation, branding, AV, online advertising, social content, outdoor, print production, packaging - ensuring brand equity across all media

STUDIO CITY PRODUCTIONS

Associate Producer/Coordinator (2005-2007)

- Coordinated promotional television & radio campaigns for Disney, CBS, Sony, and Tribune Entertainment
- Managed script-writing, editing, voice-over direction, and network approvals for top-rated shows
- Produced promos for Dr. Phil Show, LIVE! with Regis and Kelly, American Idol and others

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THE BUNTIN GROUP

Account Manager (2004-2005)

- Managed national outdoor advertising campaigns for brands including Cracker Barrel, Red Lobster, Ruby Tuesday, Olive Garden, and Travel Centers of America
- Served as the primary agency/client liaison, overseeing campaign execution and presentation pitches to stake holders

FLIP FILM AND DESIGN

Key Set Production Assistant (2003)

- Supported the first assistant director during commercial shoot for summer and fall campaigns for a national retail fashion client
- Facilitated smooth production flow through on-set coordination between departments

AWARDS and HONORS

CLIO Entertainment Awards
2018 Bronze Award: Cheech and Chong Up In Smoke 40th Anniversary
2017 Silver Award: The Godfather Trilogy
2014 Silver Award: Under the Dome
2013 Bronze Award: Star Trek The Original Series

EDUCATION

University of Tennessee, Knoxville
Bachelor of Science in Communications | Minors: Business & Film Studies