

Luke Botica Vernam

I am an experienced marketer, creative producer, and art director with a passion for technology and program manager with a passion for technology and deep expertise in video production, event content, and executive communications. I combine the pixel-perfect precision of a designer, the craftsmanship of a storyteller, and the organizational excellence of a project manager to deliver compelling content that drives engagement and achieves business goals. My work has reached people around the world, inspiring them to reimagine how they work, educate, and provide care.

lukevernam.com/portfolio

[Linkedin.com/in/lukevernam](https://www.linkedin.com/in/lukevernam)

Lbverna@icloud.com

708-638-7729

San Francisco, CA

Amazon November 2021 - Present

Senior Content Producer, Video and Events | October 2023 - Present

- **Lead video creative content:** Manage all stages of video creative development, from concept to launch. Responsibilities include end-to-end program and project management, defining creative direction, resourcing, budgeting, orchestrating production, and overseeing post-production across diverse content formats, such as [animation](#), [live action](#), [studio](#), and [executive keynote](#).
- **Produce executive keynotes:** Lead narrative development, content production, and executive script reviews for high-profile keynotes at [Amazon Accelerate](#) and industry events like NRF and CommerceNext. Significantly enhanced cross-functional experience by implementing new processes for partnering with the Vice President, cross-team senior leadership, and creative teams. These keynotes serve as platforms to launch new products, showcase customer momentum, and announce partnerships with companies like PayPal, Google, TikTok, and Shopify.

Content Producer | November 2021 - September 2023

- **Developed video content strategy:** Led the development of the video content strategy for a net-new business at Amazon (Buy with Prime) including selecting external agencies, allocating budget, and streamlining creative production processes to effectively produce [initial launch videos](#), [customer testimonials](#), [event collateral](#), and [support content](#).
- **Managed merchant success program:** Led strategic development and execution of a robust customer testimonials program including revamped [website collateral](#), production of video stories, and established mechanisms to source, vet, and distribute quotes and claims. Created a set and studio to efficiently produce [video testimonial clips](#), resulting in cost reductions, scalable content creation, and significant improvements in click-through rates (CTR) and lead acquisition across marketing channels.

Apple, Inc. January 2013 - October 2021

WW Product Marketing Program Manager, Markets | April 2015 - October 2021

- **Developed strategic video content:** Crafted marketing and content strategies for global programs that aligned with business objectives across enterprise, healthcare, and education markets, notably [leading video content development](#) for Apple enterprise marketing and strategic initiatives with [Apple leadership](#) and [celebrity talent](#). Partnered with product managers, marketing teams, and public relations to integrate product messaging and branding ensuring they reflected Apple's distinctive voice and brand.
- **Orchestrated creative development:** Oversaw the entire creative development process from ideation to implementation, including [videos](#), [photography](#), and [website editorials](#) by developing briefs, providing creative direction, managing [global productions](#), hiring and coordinating production partners, managing legal reviews, and defining scope and budget.
- **Planned high-profile events:** Organized and executed events, experiences, and briefings for industry leaders, press, and influencers, ensuring alignment with Apple's brand and strategic objectives to showcase new technologies. This spanned across the entire event programing including invitation, arrival, presentations, demos, and briefings.

Product Marketing Content Intern I & II | May 2014 - August 2014 & January 2015 - March 2015

- **Implemented project management solutions:** Introduced a comprehensive project and budget management solution, enhancing team productivity, editorial forecasting, and resource allocation. Created a FileMaker iOS application that enabled team members to build interactive shot lists and capture essential scene information, significantly improving production efficiency.
- **Streamlined 500k+ assets:** Developed processes for asset management and established a repository of over 500,000 assets, facilitating content development for team members and external agencies.

Campus Representative | January 2013 - May 2014

Education

Illinois State University
B.S. Marketing
GPA 4.0/4.0

Skills

Keynote Production, Executive Communications, Visual Storytelling, Video and Photography Production, Marketing Content Strategy, Event Strategy and Planning, Event Management, Marketing Communications, Partner Marketing, Art Direction

Software

Premiere Pro, Photoshop, Lightroom, Figma, Asana, OmniPlan, Pages, Keynote, Numbers, Word, PowerPoint, Excel