Luke Ressler

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EDUCATION

CARNEGIE MELLON HEINZ COLLEGE OF INFORMATION SYSTEMS AND PUBLIC POLICY   2020-23

- Master of Entertainment Industry Management

ALBRIGHT COLLEGE   2016-20

- B.A. Music Industry Studies

PROFESSIONAL EXPERIENCE

Myriad Pictures   April - May 2023
FILM ACQUISITIONS INTERN

- Identified potential films in post production for Myriad Pictures to acquire with a focus on international audiences
- Coverages of potential films to be acquired

tap. (social networking tech start up for entertainment industry)   Nov 2022- Mar 2023
RESEARCH ASSISTANT INTERN

- Assigned an entertainment workforce group (showrunners) to conduct research
- Presented research to different executives internally
- Made recommendations for app development, marketing, and price point based on R&D completed for my assigned category

Focused Artists Branding   Sep 2021-Nov 2021
CELEBRITY BRANDING AND PARTNERSHIPS INTERN

- Created marketing and pitch decks for A-List celebrity clients
- Conducted research into potential new clients and diligently tracked any new or upcoming Celebrity partnerships/endorsements with brands
- Listened in on phone calls with clients and learned the ins and outs of the deals

Park Artists Group   May 2021 -Sep 2021
TALENT AGENT INTERN (FILM, TV, COMMERCIAL,THEATRE)

- Assisted with correspondence and communication between clients, casting directors, and talent managers
- Submitted clients to new projects and casting notices on Breakdown Express, Casting Network, Casting Frontier and pitched clients to casting associates/directors
- New and prospective client evaluation and maintenance of scheduling, client rosters, and client materials

ACADEMIC EXPERIENCES

CARNEGIE MELLON x SINCLAIR BROADCAST GROUP   Sep 2022 - May 2023
RESEARCH TEAM MEMBER

- Created a 30 question survey to identify the challenges wants and needs of audience
- Interviewed several industry executives within Sports Television/Streaming

CARNEGIE MELLON x PROCTER AND GAMBLE   Jan 2021- May 2021
RESEARCH TEAM MEMBER

- Sponsored by Tide to be apart of a team analyzing the marketing efforts for Tide One Wash Miracle and provided research based recommendations to increase DTC sales
- Primary contributions; a linear regression analysis of their influencers, recommendation for a referral system, and research into the marketing funnel