

Robert Luby

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Education

Temple University, Lew Klein College of Media and Communication |
Philadelphia, PA, Bachelor of Arts in Advertising (GPA: 3.74) | May 2026

Experience

Vulcan Engineering Solutions, Marketing and Business Development Intern, Philadelphia, PA (Remote) 03/25 – 06/25

- Increased leads by 25-30% using Apollo.io, Google, and ChatGPT
- Co-created a CRM spreadsheet in Google Sheets to manage leads
- Identified 40-50 new organizational funding streams using Google and ChatGPT

Diamond Edge Communications, Account Planner, Temple University, Philadelphia, PA, 08/25 – 12/25

- Authored a creative brief for the nonprofit organization, Called to Serve, to guide the campaign direction
- Completed a SWOT Analysis
- Co-presented strategic marketing recommendations to the client

Other Experience

Giant Food Stores, Retail Associate, Flourtown, PA, 06/22 – 08/22

- Managed 50-100 daily point-of-sale transactions
- Resolved critical customer challenges through targeted communication and strategic problem-solving

Relevant Courses and Projects (Temple University)

- **Introduction to Advertising: (Netflix and Amazon cases)** Directed a team of 5 students to develop comprehensive advertising campaigns
- **American Stage Theatre Live Campaign:** Managed cross-functional peers to execute a Google Ads campaign and complete comprehensive pre- and post-campaign reports
- **Campaign Optimization (American Stage):** Optimized performance by improving ad strength, structuring ad groups, leveraging diverse keyword match types (broad, phrase, exact), and implementing sitelinks
- **Search & Insights:** Completed a qualitative research project, a digital analytics project, and a full SEO audit
- **Advertising Campaigns:** Pitched an in-depth advertising campaign idea to the founder of Project Insulin
- **Social Media Marketing:** Presented a comprehensive social media campaign idea to the executive director of the Philly Ad Club

Skills

- Microsoft Office and Google Workspace
- Google Ads: Campaign Performance Tracking
- Microsoft Clipchamp: Video Editing
- Excel data analysis: (VLOOKUPS, Pivot Tables, Pivot Charts)
- SEMrush: SEO audit and issue verification

Certifications

- Google Ads Search Certification, January 2026
- Google Analytics 4 (GA4) Certification, February 2026