

# **Luke Eischen**

**Owner at MagicFortune® Marketing**

Greater Minneapolis-St. Paul Area, , US

I enjoy making the impossible, possible. It continues to work in my business could it help yours?

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## **Biography**

## ~MANAGEMENT/LEADERSHIP~

I am a highly motivated and experienced Manager, Coach, Business Builder, Marketer and Team Player. Throughout my career I have worked with some of the best teams and have helped them achieve great results through my leadership and development skills. ?

I walk in the door each day to bring positivity and to make an impact on someone's life that day. I have accomplished a lot in my experiences and look for the positives in people. I am results driven and build a highly effective teams with coaching, development and positivity. I have built very successful teams within various organizations and helped coach and develop many others.

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I have extensive knowledge of the restaurant industry as well as the online marketing field and have had a lot of great mentors along the way. I am looking for a challenge and somewhere I can bring a new outlook to the playing field.

## ~MARKETING/ENTREPRENEUR~

After working for the past 4 years in marketing, primarily in the Direct Sales and Network Marketing industry I hope to return to my roots and continue to help other small businesses grow. Expanding horizons of small business owners who aren't quite up to date with new marketing trends, generating new opportunities for already successful companies and individuals.

"Start by doing what's necessary, then what's possible, and suddenly you are doing the impossible."

## ~MANAGEMENT STRENGTHS~

- \* Innovative Leadership
- \* Vendor Relations
- \* Staff Development
- \* Mentoring and Coaching
- \* P&L Management
- \* Fiscal Oversight

## ~MARKETING STRENGTHS~

- \* Writing/Editing/Blogging
- \* Web & Graphic Design
- \* Web Development/Coding
- \* Video Editing
- \* Mass Email Marketing
- \* Search Engine Optimization
- \* Pay-Per-Click Advertising
- \* Social Media Marketing
- \* Internet Marketing Campaign Development

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## Industry Expertise

Advertising/Marketing, Social Media, Graphic Design

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## **Areas of Expertise**

Fluent in Spanish, Computer Graphics, Social Media Marketing

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## **Education**

### **Full Sail University**

Bachelor's Degree Internet Marketing

### **Restaurant's Management Institute**

Diploma Business/Leadership/Mangement

### **Blackduck High School**

High School General

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## **Testimonials**

### **Dan Harbor**

Luke did an excellent job for my Minnesota Team while I was at Wendy's. He was committed to doing the right thing at all times. Luke did a very nice job working with his team and taking care of his guests.

### **Elizabeth Pamperin**

Luke is an excellent manager. He has the ability to build a strong, highly motivated team with the ability to achieve the desired results. He does this through his high level of standards and energy level that will get everyone around him excited to do their best. Any company would be lucky to have him on their team.

### **Gary Hoover**

I had the pleasure of working with Luke at Wendy's International for 4 years and 1 year with Baja Fresh. At Wendy's International, Luke oversaw the daily operations so I could focus on my training responsibilities. Luke followed the standards that Wendy's set forth to help us run one of the top Wendy's in the Twin Cities market. Luke's dedication to the standards and procedures was a great asset and gave me the confidence to let him assist with the management training. I left Wendy's to take an opportunity with Baja Fresh to start a new Franchise in the Twin Cities, and Luke was my first choice to bring with. At Baja Fresh, Luke assisted in the hiring and training of approximately 40 employees and two managers. Luke's dedication and passion for running a great restaurant would be an asset for any company.

### **Jeremy Tok**

Luke is very oriented goal person, he always meets his targets and achieves his goals on time. He has people skill, get along well with others, and I would like to recommend him.

### **Kristian Bailey**

Luke and I worked together at Pei Wei Asian Diner. I was able to be part of Luke's rapid progression through his management career at Pei Wei Asian Diner. Luke did a great job assisting at each new unit opening as an assistant manager and eventually being promoted to General Manager showed skills of a results driven GM. Luke will make a great addition to any company.

**Steven J. Pedro**

Luke Eischen is someone who is always positive and passionate about his work. His drive and determination coupled with his enthusiasm make him a joy to be around, inside and outside of the work environment.

**Tom Fisher**

Luke was Store Manager during the opening of the Baja Fresh in Coon Rapids, MN. He did an excellent job of hiring and helping to train a quality staff. He also has high standards for customer service, food quality, organization, and food safety. He was hardworking and dedicated. I would recommend Luke for any management position that requires these talents.

**Tom Schmitz**

Luke would be an asset as a manager in almost any business, but his expertise is in the restaurant field. Luke has a very good knowledge of what customer service is and knows how to execute it to build business.

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