

Luke R. Christensen

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EDUCATION

Brigham Young University – Marriott School of Business **Provo, UT**
Bachelor of Science in Strategic Management, Product Management Emphasis, GPA 3.88 **Apr. 2027**
▪ *Honors:* Brigham Young Academic Scholarship; BYU Marriott School Dean's List
▪ *Relevant coursework:* End-to-end product building; AI training & application; analytics projects on Airbnb, airline, and smartphone industries

EXPERIENCE

BYU Music Group **Provo, UT**
Product and Strategy Manager **Feb. 2024 – Present**

BYU's record label and media studio for internationally recognized globally touring artists

- Generated 25% growth in total song streams by analyzing industry leaders' playlisting and release strategies and testing which playlists to target, driving a 70% increase in playlist submissions
- Increased annual project throughput by 20% by conducting user interviews to identify production pain points and bottlenecks, then launching an internal scheduler and 50K+ media library that cut asset retrieval time by 50% and standardized workflows across 60+ video and album releases
- Shaped AI product and partnership strategy by analyzing AI trends and risks in the music industry and presenting recommendations to Shadow Mountain Records, leading to a deeper partnership with BYU Music Group

Zark Parking Solutions **Provo, UT**
Product Manager and Data Intern **Jan. 2026 – Apr. 2026**

SaaS platform helping multifamily communities manage, reserve, and monetize parking

- Cut PRD drafting time by 40% by implementing an AI-assisted template in Claude for first-draft PRDs and user stories, now used for all new PRDs and contributing to a 15% faster sprint completion rate
- Synthesized competitive analysis and market research of 4 major competitors and 100+ customer reviews into a ranked list of 15+ UX recommendations, guiding product roadmap shifts to higher-impact work

MOTYV8 **Provo, UT**
Product Manager Intern **Apr. 2025 – Aug. 2025**

Early-stage startup providing mental strengthening tools to help athletes build high-performance habits

- Drove adoption of 6 new sports teams and 160+ student-athletes by leading product discovery and user research with users, non-users, and target personas to improve the core training session flow and launch a new daily journal experience
- Boosted user task completion by 10% and cut clicks to core content by 60% by partnering with design and engineering teams to ship 5+ new or improved app features in Figma

Council Capital (On-Campus Internship) **Provo, UT**
Business Analyst Intern **Jan. 2025 – Apr. 2025**

Private equity firm investing across stages and asset classes, providing differentiated deal flow and active strategic support

- Built real-time performance dashboards for a Wells Fargo client by designing a new KPI framework for a trucking investment, co-presented with a cross-functional team to senior executives

LEADERSHIP & SERVICE

BYU Young Ambassadors **Provo, UT**
President **Jul. 2023 – Jul. 2025**

- Led strategic planning for a 20-member ensemble across 50+ events in the U.S., Brazil, and China and mentored creative, social media, and tech teams to achieve audience reach of 2.5M+ and a 70% increase in social media following

The Church of Jesus Christ of Latter-day Saints **Santiago, Chile**
Volunteer Team Lead and Trainer **Jun. 2021 – May 2023**

- Empowered a 24-person zone where every team member achieved their monthly conversion goal through 1:1 coaching and KPI reviews while maintaining a 70+ hour work week, a performance level unprecedented in the area

SKILLS & INTERESTS

- **Skills:** Figma, Mendix (Rapid Developer Certified), Generative AI, Tableau, SQL, Python, Jira, Spanish (fluent)
- **Projects:** Built an AI e-commerce system that automates market research, content creation, listings, and pricing
- **Interests:** Mountaineering and camping, competitive swimming, NBA, vocal, dance, and theater performance, chocolate and peanut butter, "Harry Potter Scene It?" 50+ game win streak