

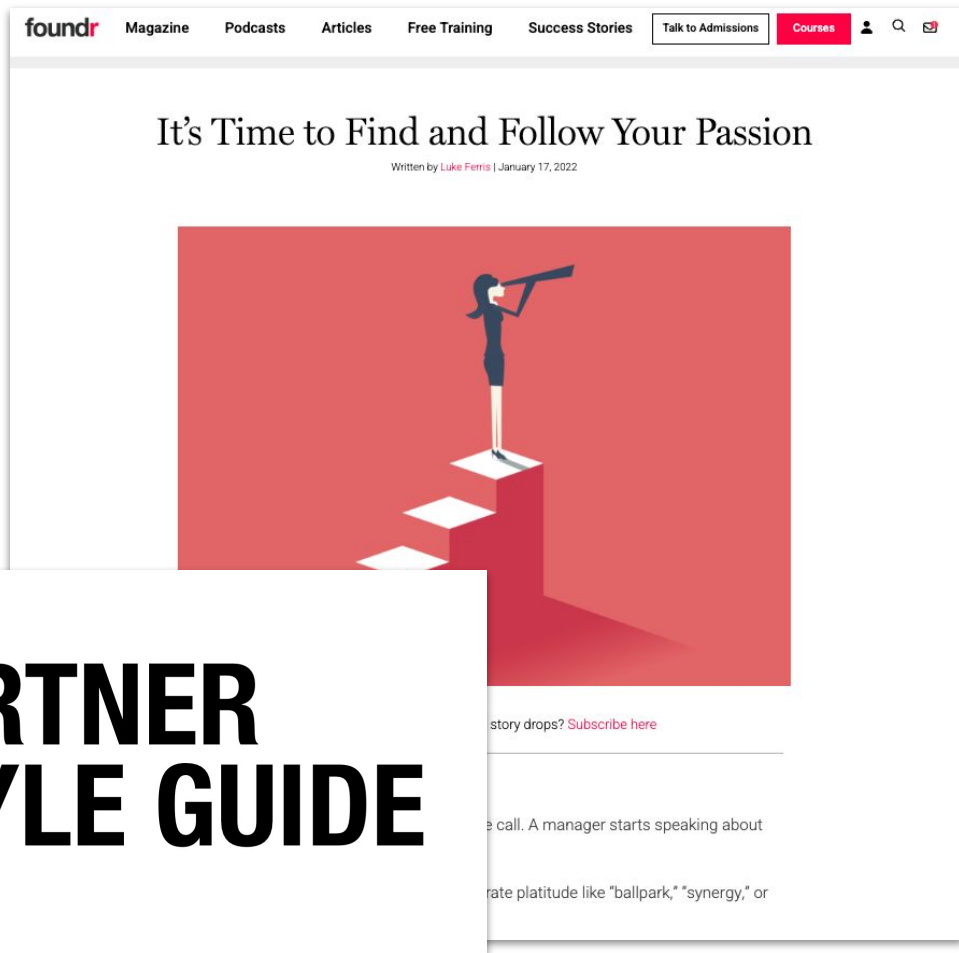
# Luke Ferris

Writer, editor, and podcaster.



# Content Production

- Wrote, edited, and optimized 5x weekly SEO-focused articles on entrepreneurship and business tech topics.
- Executed the editorial content and SEO strategies that increased organic website traffic by 20%.
- Led contributor strategy, coordinating with freelance technology writers and founders to produce articles.



# Content Production

- Created a COVID-19 Resources & Support webpage for restaurants.
- Met with a weekly internal content committee to curate topical news and resources.
- Worked with developer resources for design improvements to adapt to customer needs.
- Curated editorial content specific for the page including articles, guides, videos, and webinars.

The screenshot displays a grid of content cards on the Gordon Food Service website. The cards are organized into four sections: News and Information, Guides and Resources, Support Partners, and a 'More News and Resources' button at the bottom.

- News and Information:**
  - 7 Ways Restaurant Operators Can Prepare for Reopening Their Restaurants:** Restaurants throughout the country are at various stages of open, re-opening, or remaining closed to on-premise dining. [Learn More](#)
  - Technology Takes On Pandemic Air Cleaning:** Here's a guide to help your restaurant find the best safety solution. [Read More](#)
- Guides and Resources:**
  - How to Start a Ghost Kitchen [VIDEO]:** Here's what you need to know. [Watch Now](#)
  - Portability Guide [VIDEO]:** Proper takeout packaging isn't the only key to portability. [Watch Now](#)
  - Interview with Billy's Abhinav Kapur:** An interview with Billy's Abhinav Kapur about the future of digital marketing in the restaurant industry. [Learn More](#)
- Support Partners:**
  - Back of House:** Stories, tips, and perspectives from the front lines of food & beverage. [Learn More](#)
  - Trust20:** A new standard for restaurant cleaning and safety. [Learn More](#)
  - Zuppler:** Online takeout and delivery tools that are easy, effective, and profitable. [Learn More](#)

At the bottom of the grid, there is a dark bar with the text "More News and Resources" and a "See More" button.

The screenshot shows the top portion of the Gordon Food Service website. The header includes the Gordon Food Service logo, a search bar, and navigation links for "Who We Serve", "Products", "Solutions", "Idea Center", "Careers", and "Stores". The main content area features a large hero image of a restaurant worker wearing a face mask, with the text "COVID-19 Resources & Support" overlaid. Below the image, there is a sub-header "Here Today and For Whatever Comes Tomorrow" and a paragraph of text: "2021 has brought daily new obstacles to your operation and our industry. This spring, we're committed to helping you survive and thrive through whatever challenges and opportunities emerge. As we've done for over 120 years, Gordon Food Service is here to safely deliver quality products and services while working toward a stronger future for our customers and community."

# Cover Stories



# Commerce and Tech Stories

## Kirin Sinha Is Leading the AR Charge With Illumix

Written by Luke Ferris | July 5, 2023



Want a heads up when a new story drops? [Subscribe here](#)

Foundr Magazine publishes in-depth interviews with the world's greatest entrepreneurs. Our articles highlight key takeaways from each month's issue. We talked with Kirin Sinha, founder of Illumix, about building a future-state business and what's next in augmented reality. To read more, [subscribe to the magazine](#).

Kirin Sinha's favorite fictional character is Harry Potter.

The boy wizard with unkempt hair, broken round spectacles, and a lightning-shaped scar goes from orphaned outsider to chosen hero through seven books and eight films. Sinha says Potter's journey is one many entrepreneurs can relate to.

"I think feeling out of sorts in every world that you're in, [feeling] isolated but having to believe you're special and you have some kind of power to solve something that others can't, I think is part of the gig," Sinha says.

<https://foundr.com/articles/building-a-business/kirin-sinha>

## 10 Ecommerce Tips to Grow Your Brand in 2023

Written by Luke Ferris | April 27, 2023



Want a heads up when a new story drops? [Subscribe here](#)

If 2023 is the year for launching or going all-in on your ecommerce business, welcome to the family.

In three years, global ecommerce retail sales are expected to grow by 56% to a whopping \$8.1 trillion. As a result, ecommerce has become the premier space for innovative brands to start and grow their reach—that includes you.

The competition is growing, which means you need to make ecommerce growth a priority for your business. In this article, we'll share with you the latest ecommerce tips to grow your brand in 2023.

### 10 Ecommerce Tips for 2023 Success

You may have started in the ecommerce industry to build a revolutionary new brand, expand your market reach, or make some side cash. But no matter the reason, the pathways to ecommerce success can seem vast to any newcomer.

<https://foundr.com/articles/building-a-business/ecommerce/ecommerce-tips>

## Former Spotify Executive Max Cutler on What's Next in Podcasting

Written by Luke Ferris | June 26, 2023



Want a heads up when a new story drops? [Subscribe here](#)

Foundr Magazine publishes in-depth interviews with the world's greatest entrepreneurs. Our articles highlight key takeaways from each month's issue. We talked with Max Cutler, founder of Parcast and former Spotify executive, about what's next for podcasting. To read more, [subscribe to the magazine](#).

In 2011, podcasting was an emerging medium. In 2016, there were 300,000 podcasts. This year, there are five million.

Everyone with a niche hobby, business, or brand seems to be podcasting. If you want to make a stranger's day, walk up to them and say, "I love your podcast."

Does this mean podcasting is oversaturated? Is it too late to start? And if you have one, how do you stand out among a crowd of celebrities and networks pouring millions into the medium?

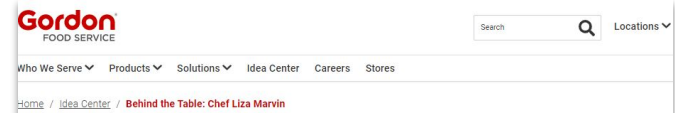
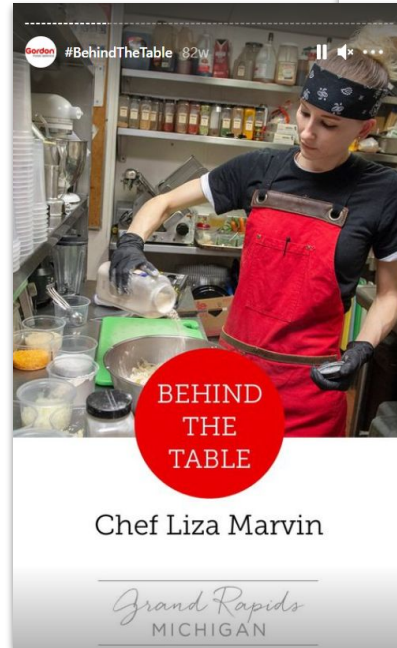
We suggest listening to [Max Cutler](#).

<https://foundr.com/articles/marketing/max-cutler-whats-next-in-podcasting>

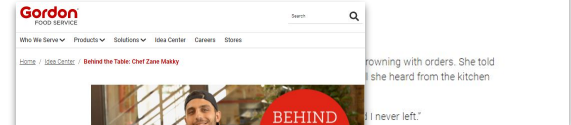
# Customer Feature Series

<https://www.instagram.com/stories/highlights/18075724114034419/>

- Developed the copy, brand, tone, and goals for a new customer feature series.
- Focused on cross-channel promotions to be utilized for customer and lead engagement.
- Worked with internal and freelance creative teams to develop the look and feel of the imagery.



**Behind the Table: Chef Liza Marvin**



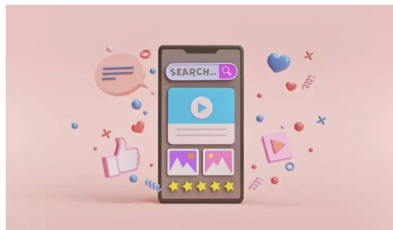
**Behind the Table: Chef Zane Makky**

Exclusive Chef Zane Makky is clear about his goal for [Bacon Lodge Eatery](#): "We want to grow to 10 locations in the next five years!" Chef Zane's ambition comes from a passion for serving inclusive, creative, and delicious food—something Bacon Lodge has mastered in downtown Detroit.

# Business Articles

## YouTube SEO Guide to Grow Your Channel and Business

Written by [Luke Ferris](#) | April 5, 2023



Want a heads up when a new story drops? [Subscribe here](#)

YouTube is a search engine, plain and simple.

Yes, it can provide hours of entertainment, information, and art, but YouTube is designed by the same kinds of search that own it—Google. That's why you need YouTube SEO frameworks to make a video that's worth a watch.

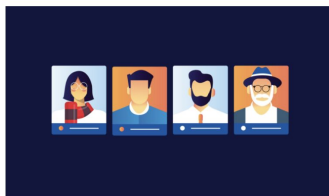
Uploading a video to your channel and crossing your fingers that somebody will see it is like shooting a half-court shot blindfolded. Instead of a guaranteed miss, why not learn the fundamentals so you can score with an easy layup?

We talked with YouTube expert and video strategist [Justin Brown](#) and Aaron Marino, creator of the [alpha m. channel](#) with over 6M subscribers, about the standards of effective YouTube SEO.

<https://foundr.com/articles/social-media/youtube-seo-guide>

## Buyer Persona vs. Customer Profile. What's the Difference and Why It Matters?

Written by [Luke Ferris](#) | May 10, 2023



Want a heads up when a new story drops? [Subscribe here](#)

If you're listening to a coach, professor, or sales dude explain the ins and outs of selling a product, at some point, they're going to tell you to make a buyer persona. But, another figure in the selling sanctum of knowledge might tell you to make a customer persona.

Or a customer profile.

Maybe a customer avatar or ideal customer?

How many of these profiles or personas do you have to make to determine **who you're selling to**?

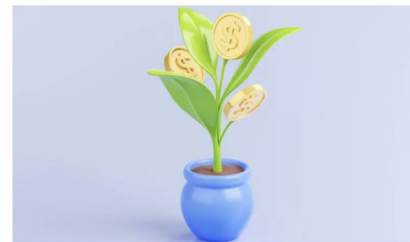
Ironically, all these terms get used interchangeably, but they are different. And unfortunately for all of us, the swapping of terminology makes it all confusing to the point where we don't know who to trust.

Let's remove the confusion by defining what a buyer persona and its associated terms mean.

<https://foundr.com/articles/marketing/create-a-buyer-persona>

## Series Funding for Startups: Terms and Jargon Explained

Written by [Luke Ferris](#) | April 17, 2023



Want a heads up when a new story drops? [Subscribe here](#)

Have you listened to an episode of *The Foundr Podcast* and heard a founder talk about Series A funding?

You probably assume it relates to getting money for your startup from strangers, but what does it actually mean? And why are there different funding rounds?

The jargon of startup funding rounds seems as easy as 1-2-3, but the terms are more complex in an application.

But don't worry. We're here to help clarify what Series A, Series B, and Series C funding are and how the terms relate to **your startup**.


<https://foundr.com/articles/building-a-business/finance/series-funding-for-startups>

# Entrepreneurship Profiles

foundr Magazine Podcasts Articles Free Training Success Stories Talk to Admissions **Journal** 🔍 🌐

## How Codie Sanchez Built a TikTok Following on “Boring Businesses” – Q&A

Written by Luke Ferris | May 18, 2022



Want a heads up when a new story drops? [Subscribe here](#)

Codie Sanchez quit her job on Wall Street and became a serial entrepreneur and investor focusing on the niche of “boring businesses”— car washes, laundromats, vending machines, etc. She built a \$30M portfolio of 25 of these businesses that produce 8 figures in revenue.

<https://foundr.com/articles/social-media/tiktok-following>

Gordon FOOD SERVICE 🔍

Who We Serve Products Solutions Idea Center Careers Stores

Home / Idea Center / **Behind the Table: Chef Zane Makky**



## Behind the Table: Chef Zane Makky

Executive Chef Zane Makky is clear about his goal for [Brome Modern Eatery](#).

“We want to grow to 10 locations in the next five years.”

Chef Zane’s ambition comes from a passion for serving inclusive, creative, and delicious food—something Brome has mastered in downtown Detroit.


<https://www.gfs.com/en-us/ideas/behind-table-chef-zane-makky>

RIX RURAL INNOVATION EXCHANGE 🔍

## Little Bay Boards makes a splash in Michigan and beyond

LUKE FERRIS | THURSDAY, JUNE 2, 2022

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The team at Little Bay Boards.

TOP STORIES

- In Chelsea, a sanctuary for rescued farm animals
- Bay City Water Works building inspires dreams. Now, it needs to inspire developers.
- Hospital CEOs: Time to retool rural health care is now
- Oscoda Township recognized as a “Redevelopment Ready Community” by MEDC
- Barns become works of art in Michigan’s “thumb”
- Small business grants help Bay City entrepreneurs build a better community
- Oscoda County food pantries, women’s shelters, and more benefit from \$22,000 community grant

Jason Thelen built his first eco-friendly, hollow-core wooden paddleboard because of his inability to say “no” to his eldest daughter, Shawni. In the summer of 2013, Shawni asked for a stand-up paddleboard, and instead of purchasing one, Thelen learned how to build a sustainable wood board from scratch.

<https://www.secondwavemedia.com/rural-innovation-exchange/features/littlebayboards.aspx>



# Leadership Series

## What is Servant Leadership? Definition and Examples in Business

Written by Luke Ferris | March 10, 2022



Want a heads up when a new story drops? [Subscribe here](#)

Has a manager ever skipped their lunch break to help you craft an email response? Have you seen your CEO carry product boxes up a flight of stairs? Has your boss picked you up from the airport after a business trip?

These are small but mighty examples of servant leadership. Yet, servant leadership theory is more than having a pay-it-forward attitude at the office. Servant leadership can define the culture and environment of your business.

<https://foundr.com/articles/leadership/servant-leadership-definition>

## Types of Leadership Styles: A Step-by-Step Guide with Examples

Written by Luke Ferris | October 11, 2021



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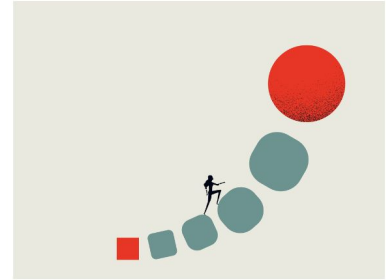
If you've perused a bookstore shelf or more likely browsed on Amazon, you'll notice a surplus of books on leadership styles marketed as "state-of-the-art" or "the best of the best." But which type of leadership style is effective for your business?

In its most simplistic form, a leader is someone who gets other people to do things. But leadership isn't defined by a job title—*anyone can lead*.

<https://foundr.com/articles/leadership/leadership-styles>

## What Is Transformational Leadership? The Theory Explained with Examples

Written by Luke Ferris | October 29, 2021



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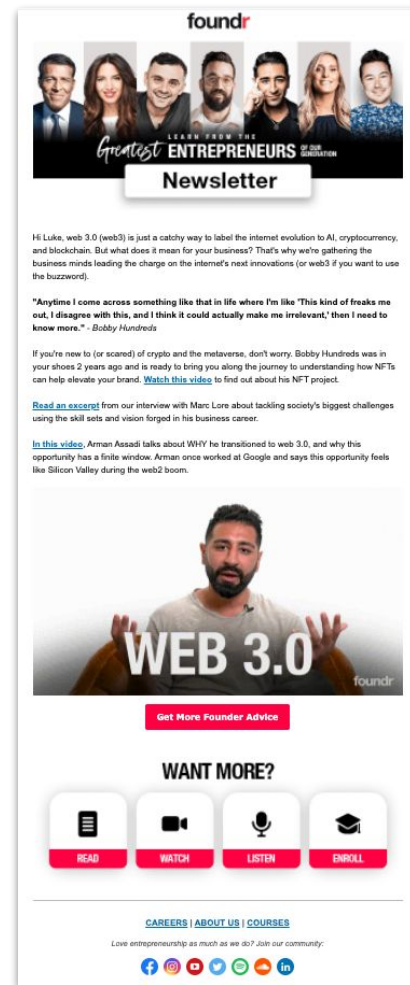
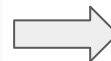
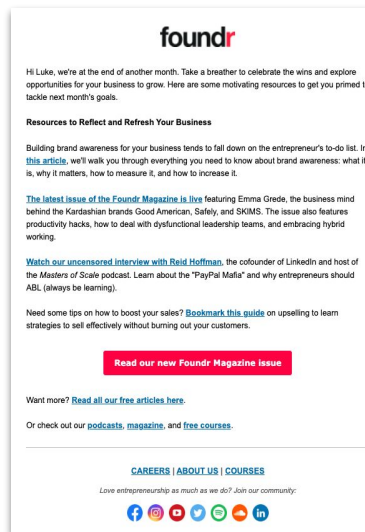
All you have to do is search "presidential speeches" on Google to see examples of transformational leadership.

John F. Kennedy's "ask not what your country can do for you" speech, Abraham Lincoln's *Gettysburg Address*, or more recently, Barack Obama's "Yes, we can" campaign slogan are all dramatic moments of transformational leadership.

<https://foundr.com/articles/leadership/transformational-leadership>

# Newsletter Redesign

- Redesigned the email newsletter strategy that doubled open and click-through rates.
- Wrote weekly newsletters distributed to a 100,000+ recipient list.
- Launched and wrote a weekly [LinkedIn business newsletter](#) with 8,000+ subscribers with a 1.5% CTR.



# Podcast Producing

- Produced the weekly *Foundr Podcast* by researching guests, developing questions, and writing promotional copy for 100,000+ subscribers.
- Performed on-camera for short-form educational video content and podcast.
- Produced and co-hosted a pop culture podcast with 1,000 monthly listeners.
- Edited 12-episode internal comms podcast.



[Watch this interview.](#)



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EPISODES

▶ **466: Reshape Free Products into Revenue-Generators with Ali Ghosli of Databricks**

Ali Ghosli was a reluctant founder. He planned to become an academic researcher and professor, not lead a successful tech startup. In 2013, alongside ...

Show more

# References

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