

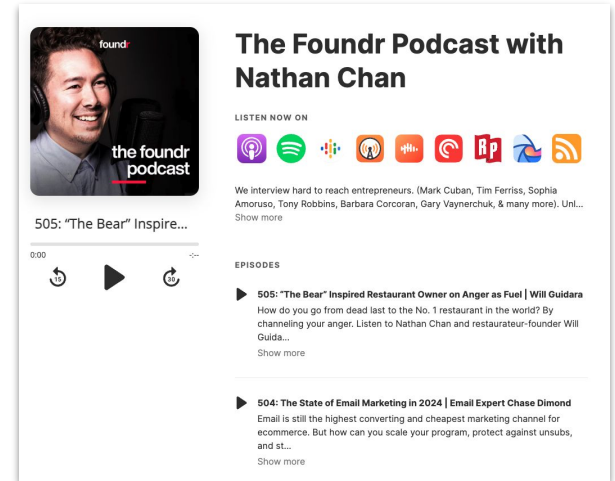
Luke Ferris

Writer, editor, and podcaster.



Foundr Podcast

- Produced the weekly *Foundr Podcast* by researching guests, developing questions, writing scripts and promotional copy for 30,000+ monthly listeners subscribers.
- Supported video team with edits and content critiques.
- Executed back end production and edits.
- Led podcast production team to edit and promote each episode across marketing channels.
- Performed on-camera as host for special anniversary interview.



[Watch this interview.](#)

Sounds Bites


- Produced 17 episode of an internal communications podcast fo Gordon Food Service called “Sound Bites.” Shared with a 20,000 international employee audience.
- Wrote each episode script and performed interviews as a co-host.
- Edited each episode using Adobe Audition.



[Listen to an Episode](#)

Least Important Things

- Launched a pop culture and storyteller podcast called “Least Important Things” with 5,000 listeners.
- [Listen to the show](#)



Least Important Things
Least Important Things
Arts
★★★★★ 4.7 / 10 ratings
[Listen on Apple Podcasts](#)

MAR 28, 2024
Pirates of the Caribbean: The Curse of the Black Pearl | Podcast of the...
Your old (and new) favorite pirates, Luke Smith and Mike Flynn return for a new season on the Pirates of the Caribbean franchise. Set sail with the co-hosts for the first installment from the series, The Pirates of the Caribbean: Curse of the Black Pearl. Podcast of the Caribbean is a special rewa...

▶ [PLAY](#) 1hr 26 min

MAR 14, 2024
Sequels
Sequels are as old as cinema itself. But why do they keep getting made, and why do they matter? — Watch a video version of this episode on YouTube. Subscribe to Least Important Things Monthly. You can be part of the show by leaving a voicemail here. You can email the show at...


▶ [PLAY](#) 23 min

FEB 7, 2024
The Halftime Show
The Super Bowl halftime show is more than a break in the game. It's a rare unifying spectacle in our culture. — Subscribe to Least Important Things Monthly. You can be part of the show by leaving a voicemail here. You can email the show at leastimportantthings@gmail.com or reach out via social...

▶ [PLAY](#) 10 min

JAN 16, 2024
Dive Bars
Walking into your local dive bar feels like coming home. But these welcoming community staples are becoming rare. So, how do we preserve these taverns, pubs, dives, and local bars? Meet Matt and Mark Badalino, who saved a legendary Chicago local dive, Outfries Tavern. — Subscribe to Least...

▶ [PLAY](#) 32 min



Why Sequels Keep Getting Made | Least Important Things

Least Important Things
52 subscribers

8:05 / 14:55

Chat Replay is disabled for this Premiere.

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Podcast Promotion

- Created promotional short-form content for podcast episodes with 100K+ views.
- Wrote copy, subject lines, and CTAs for a weekly email newsletter to promote podcast episodes a 200,000+ recipient list.
- Crafted social media copy for promotion of podcast episodes across channels.

Founder Story - Will Guidara



What does running the No. 1 restaurant in the world teach you about entrepreneurship? That your customer relationships are your only lasting competitive advantage.

In the latest episode of the *Foundr Podcast*, Nathan Chan and restaurateur-founder Will Guidara discuss the strategy behind making Eleven Madison Park into an icon and the stories that inspired the hit television show *The Bear*.

3 things we learned from Guidara:

1. Off-brand ideas will bring your customers joy.
2. Gamify work for your team.
3. Adversity is a terrible thing to waste.

Watch the full interview [here](#).

Listen to the full interview [here](#).

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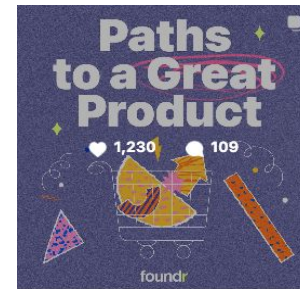
Love entrepreneurship as much as we do? Join our community:



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https://www.tiktok.com/@leastimportantthings/video/7351391697605037354?is_from_webapp=1&sender_device=pc&web_id=7296538332534883882



https://www.instagram.com/p/C5DHuQNLRmz/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Podcast Guest Appearances

- [Every Outfit Podcast](#)
- [Back Look Cinema Podcast](#)
- [Stuck on Sorna Podcast](#)
- [There Will Be Duds](#)



References

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