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Christopher D. Lucas

EDUCATION

Indiana University, Bloomington

Bachelor of Arts in Telecommunication

Minor in Studio Art

EXPERIENCE

Willow Marketing

Client Services Intern, Winter 2013

- Performed a Research project on advertising guidelines for attorneys in all 50 states, culminating in a usable reference book for client activation
- Planned, prepped and executed three key industry tradeshow events
- Designed a strategic marketing plan for a charity golf outing

Rib America Festival LLC

Marketing and Promotions Associate, summer 2012

- Generated 2,000+ likes and a weekly reach of 140,000+ via a paid social media campaign
- Organized promotional efforts with 30+ media outlets
- Performed live and recorded TV and radio interviews in preparation for the event

Bohlsen Group

Promotions and Marketing Intern, Summer 2011

- Gathered press kits for 20+ bands
- Organized an online video campaign for the Purple Door Music Festival
- Organized promotional events with key media outlets on 15+ events
- Established relationships with local vendors to significantly increase the grassroots presence of local and regional events in Indianapolis

The Bluebird Night Club

Street Team Promotions Director, Spring 2011- Spring 2012

- Promoted 100+ events on a daily basis through grassroots and social media efforts
- Organized and ran a four person team over ten months, increasing awareness of local events on the grassroots level
- Organized promotional events for 30+ concerts

PROFESSIONAL SKILLS

- Working collaboratively to achieve a common goal for the client
- Strategic planning and campaign execution for B2B and B2C clients
- Creative idea generation focused on results
- Extensive promotional and social media platform knowledge

ABOUT ME

- I am a product of integrated marketing
- I am a collaborative worker who forges strong client relationships
- I live and breathe strategy – it's the backbone to any successful campaign
- I believe that continual learning is the key to success
- I thrive in a structured environment that allows for the freedom of creative thinking