

Lucas Anderson

Innovative Marketing Technologist, Web Developer, Digital Strategist

lucas@lucasanderson.com

Summary

Lucas Anderson is a digital marketer and web developer specializing in Content Management Systems, Search Engine Optimization and Web Content Strategy & Development.

He has worked for advertising, marketing and technology based companies developing, maintaining and supporting web sites and web applications for hundreds of companies.

Lucas seeks long-term challenging employment that allows for advancement in both learning potential and professional development within the Digital Marketing field.

Specialties: Content Management Systems, Search Engine Optimization, Blog Maintenance & Development, Web Development, Web Design, User Interfaces, E-commerce, Online Marketing, HTML, XML, PHP, CSS, MySQL, Javascript, jQuery, jQuery Mobile, MVC, GIT, Google Apps, APIs (Google, Facebook, Twitter), Marketing & Branding, Social Media, UI / UX, Adobe Photoshop

Experience

Senior Manager, Marketing Technology at Regis Corporation

September 2015 - Present (1 year)

Manages ongoing maintenance and development of web properties, including analytics analysis and recommendation. Writes strategy and business requirements for digital marketing campaigns. Develops and executes technical integrations into marketing platforms and internal IT infrastructure. Oversees the production team, timeline, and digital asset delivery. Supports end-user and internal technology systems.

Firefighter at Maple Grove Fire Department

January 2016 - Present (8 months)

Volunteer firefighting, emergency management, and medical rescue.

Web and Mobile Marketing Manager at Regis Corporation

July 2013 - Present (3 years 2 months)

Assists in the development of Regis Corporation's web and mobile presence for all brands. Works closely with brand managers and IT ensuring that business needs are translated into appropriate technology solutions. Manages the technical implementation and execution of digital marketing through Adobe Experience Manager, Adobe Analytics and Adobe Marketing Cloud.

Senior Web Developer at Hubbard Broadcasting

August 2012 - July 2013 (1 year)

Creates, manages and oversees the primary digital initiatives for Hubbard Radio Minneapolis. Works closely with the Digital Director and Interactive Sales Manager to provide creative solutions for clients. Works closely with on-air and marketing departments to create new initiatives to help them achieve their goals. Develops and maintains the major websites for the radio stations, marketing and sales initiatives, and social media applications.

Mobile Planner at Aimia, Inc. (Incorporating Carlson Marketing)

June 2011 - August 2012 (1 year 3 months)

Developed strategic mobile roadmaps to mobilize brand-to-consumer communication

Curated SMS communication plans to engage and inform consumers on the go

Analyzed mobile web metrics to optimize site performance and affect mobile site design as well as UX optimizations

Brand Experience: My Coke Rewards

Messaging Specialist at Carlson Marketing Group

November 2009 - January 2012 (2 years 3 months)

Responsible for production and deployment of social, mobile and email messaging. Creates messaging strategy and template file/design formatting. Serves as dedicated support to multi-channel campaign delivery. Implements new template designs. Collaborates with Creative Directors on best practices and provides recommendations or suggestions to enhance cross-channel campaigns. Responsible for day-to-day delivery management, campaign set-up/deployment and campaign tracking/reporting. Lead QA process for assigned clients and campaigns. Ensure multi-platform deliverability and rendering.

Web Developer at Prime Advertising & Design

January 2005 - March 2009 (4 years 3 months)

Maintained internal web sites, held creative meetings, first line tech support, software training, internal IT troubleshooting, coded/designed client web sites, setup and managed web services (email, dns, vertical email marketing).

Web Services at Intrcomm Technology

January 2004 - January 2005 (1 year 1 month)

Improved web development and customer relations skills. Trained clients on software, coded and maintained web sites, graphic design, handled support calls.

Supervisor at Subway

January 2000 - January 2005 (5 years 1 month)

Excelled in the following areas: fiscal responsibility, customer service, public relations, conflict management, resolving billing disputes, systems repair, inventory management, innovative planning, employee oversight

Languages

French

Spanish

German

Volunteer Experience

Volunteer at Lord of Life Lutheran Church

July 2006 - Present

Rebuilding homes in the Hurricane Katrina disaster area.

Volunteer at Lord of Life Lutheran Church

February 2008 - Present

Packaging food for Feed My Starving Children.

Volunteer Firefighter at Maple Grove Fire Department

2015 - Present

In training.

Skills & Expertise

SEO

Email Marketing

Web Development

CSS

Online Marketing

Digital Marketing

User Experience

E-commerce

Social Media

PHP

CMS

Web Design

jQuery

HTML

Mobile Devices

Mobile Marketing

Social Media Marketing

Advertising

MySQL

Leadership
PHP Development
HTML 5
Web Applications
Marketing
Management
Strategy
JavaScript / jQuery
Web Content Management
Wordpress
Internet Research
CSS3
Facebook
Integrated Marketing
Digital Strategy
Online Advertising
Marketing Communications
Interactive Marketing
Marketing Strategy
JavaScript
Graphic Design
Web Analytics
Content Strategy
Google Analytics
Account Management
Agile Methodologies
Adobe Marketing Cloud
Adobe Analytics
JIRA
APIs
Technology Integration

Education

Brown College

Associate Degree in E-Commerce, Ecommerce, Web Design, Web Development, Marketing, Economics,
Project Management, 2002 - 2004

Activities and Societies: President – Business Professional of America

Buffalo High School

Diploma, Honors Graduate, 1998 - 2002

Interests

new technology, web development, blog development, search engine optimization, content management systems, email marketing, social media

Certifications

Adobe Analytics

Adobe

SEO Certificate

DMA June 2015

Adult CPR/AED

American Red Cross June 2015 to June 2017

Google Analytics

Google March 2016 to September 2017

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3 person has recommended Lucas

"It has been a pleasure working with Lucas. He is great problem solver. He is self driven and motivated. Lucas is a take charge person who is able to present creative ideas and successfully execute them. His passion for online marketing is profound in the projects he entails. He is a strong team player and would make a great asset to any organization."

— **Priyanka Nepal**, worked directly with Lucas at Carlson Marketing Group

"I always feel confident when Lucas is working on my projects. 5 important traits of him: 1. Reliable 2. Knowledgeable 3. Easy to work with 4. Great communication 5. Professional"

— **Mindy Bergstrom**, worked with Lucas at Carlson Marketing Group

"Lucas and I have worked together on several projects, including the on-boarding and integration of our SMS messaging vendor. Lucas has an eye for detail as well as an aptitude for what I call the "creatively technical" - those solutions that push the envelope between what exists in the manual and what is actually possible given the appropriate vision. He's got great enthusiasm and drive and I would certainly consider him for any team that I was putting together."

— **Jeff Anulewicz**, managed Lucas indirectly at Carlson Marketing Group

[Contact Lucas on LinkedIn](#)