



JOSH LUCAS

iamjoshlucas.com

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PROFESSIONAL EXPERIENCE

Marketing Director | The Nutrition Group

Pittsburgh, PA | July 2020 – Present

- Oversees all promotion and advertising efforts to drive sales and build brand awareness.
- Collaborate with other executives to make high-level decisions regarding the budget and the direction of the company within the school food service industry.
- Review current traditional and digital marketing trends to determine the effectiveness of different styles and strategies to create resources for more than 260 school districts and additional locations.

Senior Marketing Designer | SLAM Marketing + Media

Miami, FL | May 2017 – June 2020

- Senior lead in managing the creative and design processes for cross-channel integrated marketing campaigns, including all traditional and digital media initiatives across entire client portfolio.
- Direct new concepts, creative developments, and presentations of new business development efforts.
- Establish and direct all brand and creative standards including approved design templates, artwork, photography and typography in traditional and digital executions.

Marketing Communications Manager | Warner Gaming

Las Vegas, NV | September 2013 – May 2017

- Collaborated directly with C-Level Executives and Key Decision Makers on overall internal and external marketing efforts across all operated and managed resorts and casinos.
- Managed all brand marketing initiatives, including all traditional, digital, out-of-home, direct marketing social media and paid search advertising.
- Partnered with approved photographers and videographers to coordinate and execute all resort and hotel gaming and lifestyle photography.

Senior Graphic Designer | Caesars Entertainment, Inc.

Las Vegas, NV | January 2011 – September 2013

- Managed development and execution of initial corporate mobile marketing/SMS strategy across all company-managed brands and hotels/casinos.
- Designed and produced all hospitality brand marketing creative for traditional and digital executions among all of Caesars Entertainment-owned and operated properties across the Las Vegas Strip.

Marketing Manager | ABG Capital, Inc.

Pittsburgh, PA | July 2007 – December 2010

- Developed all marketing initiatives across portfolio companies, including brand management, content and collateral creation, PR, and direct marketing and social media.
- Coordinated and executed all national events and industry conferences.

Account Coordinator/Project Coordinator | LEVY Marketing Group

Pittsburgh, PA | December 2005 – July 2007

- Managed print advertising, web and interactive projects by communicating with clients, co-workers and vendors to coordinate an overall marketing effort in an agency setting.
- Engaged in new business development and client retention.

EDUCATION

Bachelor of Science, Communication | Slippery Rock University of PA

Slippery Rock, PA | August 2002 – May 2006



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PROFESSIONAL REFERENCES

Jennifer Magnone | CEO + Owner

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Ingrid Reisman | Vice President of Marketing, Transportation

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Caitlin Green | Vice President, Marketing

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Jared Rapier | Vice President of Hospitality Marketing

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