



# JOSH LUCAS

iamjoshlucas.com

| 412.327.7712

| iamjoshlucas@gmail.com



## PROFESSIONAL EXPERIENCE

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### **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

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### **Bachelor of Science, Communication | Slippery Rock University of PA**

*Slippery Rock, PA | August 2002 – May 2006*



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## PROFESSIONAL REFERENCES

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**Jennifer Magnone | CEO + Owner**

**SLAM Marketing + Media**

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**Jennifer Wilson | Director of Sales & 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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