
LUCAS ANDERSON

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Innovative Marketing Technologist, Web Developer, Digital Strategist

Summary

A marketing technologist is a bridge between IT and Marketing, a technologically savvy professional with a deep understanding of data and analytics coupled with the creative mindset to transition raw data into actionable insights and compelling campaigns.

My passion is applying digital technology to the marketing challenges that all businesses face. With over 15 years working as a developer and digital marketer across web, email, mobile and social, I've worked with hundreds of clients in various industries.

Work experience

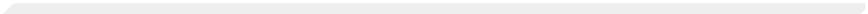
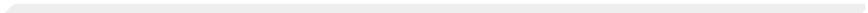
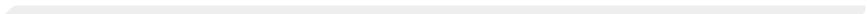
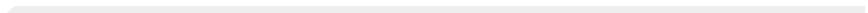
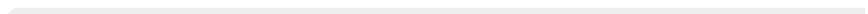
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|-------------|---|
| 2016 - now | <p>Firefighter
<i>City of Maple Grove</i>
Volunteer firefighting, emergency management, and medical rescue.</p> |
| 2015 - now | <p>Senior Manager, Marketing Technology
<i>Regis Corporation</i>
Manages ongoing maintenance 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.</p> |
| 2013 - 2015 | <p>Manager, Web & Mobile Marketing
<i>Regis Corporation</i>
Assisted 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 Manger, Adobe Analytics and Adobe Marketing Cloud.</p> |
| 2012 - 2013 | <p>Senior Web Developer
<i>Hubbard Broadcasting</i>
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.</p> |
| 2011 - 2012 | <p>Mobile Planner
<i>Aimia, Inc (formerly Carlson Marketing)</i>
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.</p> |

- 2009 - 2011 Messaging Specialist
Carlson Marketing Group
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.
- 2005 - 2009 Web Developer
Prime Advertising
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).
- 2003 - 2005 Web Services Specialist
Intrcomm Technology
Improved web development and customer relations skills. Trained clients on software, coded and maintained web sites, graphic design, handled support calls.

Education

- 2002 - 2004 eCommerce & Digital Marketing, A.A.S
Brown College
4.0 Cumulative GPA
- 1998 - 2002 High School Diploma
Buffalo High School
Honors Graduate

Skills

- TEAM MANAGEMENT 
AGILE Methodology, Version Control, Code Review, Role Assignment
- MARKETING ANALYTICS 
Adobe Analytics, Google Analytics, Dynamic Tag Management
- WEB DEVELOPMENT 
HTML5/CSS3, JavaScript/jQuery, JSON, PHP/mysql, XML, APIs
- SEARCH ENGINE OPTIMIZATION 
Content Strategy, Site Audits, Keyword Analysis, Local Search
- CONTENT MANAGEMENT 
Adobe Experience Manager, concrete5, WordPress, and many more!

Certifications

- Adobe AEM
- Adobe Analytics
- Google Analytics
- DMA Search Engine Optimization
- DMA Digital Marketing
- MIMA Email Marketing

Specialties

Web Development, Content Management Systems, Search Engine Optimization (SEO), Digital Analytics, Email Marketing, User Interface, E-commerce, HTML, XML, PHP, CSS, MySQL, JavaScript, jQuery, MVC, GIT, Google Apps, APIs (Google, Facebook, Twitter), Marketing & Branding, Social Media, UI / UX, Adobe Photoshop, AGILE Methodology

Recommendations

Jeff Anulewicz

Executive Director, Strategy

"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."

Priyanka Nepal

Marketing Automation / Business Insight and Analytics

"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."