



Lucas Anderson

MARKETING TECHNOLOGY LEADER

Profile

My passion is applying digital technology to marketing challenges that all businesses face. As a marketing technologist, I am a bridge between IT and Marketing, a technologically savvy professional with a deep understanding of marketing platforms, data, and analytics - coupled with the creative mindset to transition raw data into actionable insights.

Employment History

Director, Digital, Regis Corporation

MARCH 2018 – PRESENT

Leads a team of creative and technical resources in development, optimization, and execution of digital marketing efforts across multiple channels. Coordinates digital marketing technology implementation and platform integration. Manages department budget and staffing logistics.

Firefighter, City of Maple Grove

JANUARY 2016 – PRESENT

Fire instructor, mentor, logistics, emergency management, and medical rescue.

Senior Manager, Marketing Technology, Regis Corporation

SEPTEMBER 2015 – MARCH 2018

Managed ongoing maintenance and development of digital properties, including analytics analysis. Wrote strategy and business requirements for digital marketing campaigns. Developed and executed technical integration into marketing platforms and internal IT infrastructure. Oversaw the production team, timeline, and digital asset delivery. Supported end-user and internal technology systems.

Web & Mobile Marketing Manager, Regis Corporation

JULY 2013 – SEPTEMBER 2015

Assisted in the development of web and mobile properties for all Regis brands. Worked closely with brand managers and IT ensuring that business needs are translated into appropriate technology solutions. Managed the technical implementation and execution of digital marketing through Adobe Experience Manager, Adobe Analytics, and Adobe Marketing Cloud.

Senior Web Developer, Hubbard Broadcasting

AUGUST 2012 – JULY 2013

Created and managed the primary digital initiatives for Hubbard Radio Minneapolis. Worked closely with on-air and marketing departments to create new initiatives to help them achieve their goals. Developed and maintained the major websites for radio stations, marketing, and sales initiatives, and social media applications.

Mobile Planner, AIMIA, Inc. (incorporating Carlson Marketing)

JUNE 2011 – AUGUST 2012

Developed strategic mobile road maps 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.

Contact

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Links

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Top Skills

Marketing Automation

Content Management Systems

Analytics Platforms

Agile Project Management

Strong Critical Thinking Skills

Complex Problem Solving

Leadership Skills

Communication Skills

About Me

My leadership style is servant leadership, and my personality style is influential and steady. I really enjoy working in teams across multiple functional areas.

I believe in calm action, patience, understanding, only making new mistakes, serving others before yourself, and constantly learning.

With a strong developer background and years of digital marketing experience, I can take projects from strategy & concept, through implementation & execution, and into analysis & optimization.

I've spent years cultivating my understanding of marketing technology concepts ("how things work") and marketing goals ("how can we use it") and I am excited to see how I can bring this experience to work for you.

Messaging Specialist, Carlson Marketing Group

NOVEMBER 2009 – JUNE 2011

Responsible for production and deployment of social, mobile, and email messaging. Created messaging strategy and template file/design formatting. Served as dedicated support to multi-channel campaign delivery. Implemented new template designs. Collaborated 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. Ensured multi-platform deliverability and rendering.

Web Developer, Prime Advertising & Design

JANUARY 2005 – MARCH 2009

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

Web Services & Support, Intrcomm Technology

JANUARY 2004 – JANUARY 2005

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

Education

MBA, University of The People

JANUARY 2021 – PRESENT

Currently enrolled.

B.S, Business Administration, University of The People

Summa Cum Laude

A.A.S, Ecommerce and Digital Marketing, Brown College

Summa Cum Laude

Certifications

Certified Marketing Professional, Association of National Advertisers

Search Engine Optimization Certification, DMA

Google Analytics Certification, Google

Mobile Site Design, Google

Adobe Analytics, Adobe

References

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