

JOHN SCOTT LUCAS
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www.JohnScottLucas.com
(646) 248-3696

QUALIFICATIONS

Versatile communications and marketing professional with over thirty years experience writing and editing for print, web, social media, direct marketing, professional journals and video. Over ten years experience in illustration, graphics, layout and digital editing.

RELEVANT EXPERIENCE

Marketing & Communications Manager, Creative Art Works, New York, NY - 2014-present
Promotes key messages to donors and program partners for a mid-sized nonprofit that provides hands-on arts programs to NYC youth. Writes, photographs and designs a variety of digital print jobs. Strengthens relationships with program partners and drives donor engagement through regular e-blasts and social media posts. Updates website content and maintains integrations, including constituent resource management software. Serves as a liaison between program and development staff. Contributes to development of institutional culture.

Family Room Specialist; Apple Store Stamford, CT - 2012-2014
Supported and educated customers, repaired relationships, and created owners.

Freelance Marketing; Norwalk, CT - 2009-Present
Writes, edits, photographs and creates graphics for print and web. Extensive project management experience. Clients include Belvoir Media Group, archetypes.com, Metrovision TV, and Wildlife Preservations.

Cooperating Teacher, CUNY-START Program, Bronx Community College, 2012-2013
Taught English comp and reading in an intensive remediation program.

Director of Marketing, Phil Fraley Productions, Inc.; Hoboken, NJ - 2005-2009
Conceived and directed strategic plans to move company from personality (Phil Fraley) to a brand (PFP). Led design and implementation of website. Organized trade show exhibits and trained staff. Developed relationships with media professionals from news organizations, including NBC, PBS, and the Discovery Channel.

Assistant Editor, AOL Time Warner, DC Comics; New York, NY - 2004-2005
Facilitated editorial and production duties for a number of ongoing titles under the DC/Vertigo imprint.

Secondary School Teacher, Los Angeles Unified School District - 1994-1997
Developed engaging, skill-appropriate, lesson plans to motivate and inspire students.

EDUCATION

MA Professional Writing, University of Southern California
BA, History, Minor in Archaeology, The George Washington University
Teacher Credential Program, California State University at Dominguez Hills

PROFICIENCIES

InDesign, Photoshop, LightRoom, SquareSpace, MailChimp, Constant Contact, Microsoft Office, Mac Office, Google Suite, digital photography and photo editing, Facebook, Twitter, Instagram, Celtix.