

JACQUELYN LUCCHESI

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Marketing Management | Digital Marketing | Communications

I am a marketing professional with extensive experience in communicating brand value while meeting and exceeding key KPI metrics such as profile and community grow & engagement, brand awareness, revenue growth and more through strategic planning and effective project management.

EXPERIENCE

2018 - PRESENT

FREELANCE MARKETING CONSULTANT, JACQUELYNLUCCHESI.COM FREELANCE (REMOTE)

Marketing consulting & advising: Digital Marketing, Strategic Positioning, Communication

Currently:

- Hope Center Development Corporation: An affiliate of the United Way (New York): CRM audit consulting
- The Island Autism Group Inc (Martha's Vineyard): Communications Consulting
- 1 Million Cups (Sacramento Chapter): Social Media & Digital Marketing
- Notable Highlight: The Pizza Cat
 - Monetized an original viral character to achieve a highly rated store with highly rated products
 - Attract, engage, delight, & co-grow a social media eco-system of over 50k+ followers within the interest group of cat lovers to provide trust and value as a brand
 - Digital Marketing strategy & execution for brand and revenue growth

2020 - PRESENT

VOLUNTEER EVENT PRODUCER, ALL RAISE (REMOTE – SAN FRANCISCO, CA)

Working with the Forbes featured All Raise team to launch and execute the largest annual gathering of female/non-binary VC investors. VC Summit 2020: FORCES OF NATURE is a three-day virtual event is packed with networking, career breakouts, and inspirational discussions with 700+ of women and allies in venture.

2019 – 2020

DIGITAL MARKETER, SYNMEDIA (CHICO, CA)

- Ownership of Digital Marketing campaigns & KPI reporting for B2B & B2C organizations
- Social Media, Brand Marketing, Design, Community management, engagement, outreach, copywriting, and more.
- Increase follower growth, community engagement, online traffic, click rates, generate leads, and more.

2016 – 2018

CORPORATE MARKETER, RAY MORGAN COMPANY (CHICO, CA)

- Promotion of a B2B technology organization through events, public relations, social media, blogs, email marketing campaigns, and marketing content & collateral.
 - Analysis: Ideal Customer Profiling, Customer Segmentation, Marketing Attribution, KPI Reporting
 - Key Marketer for two seasons of RMC's marketing partnership with the Sacramento Kings: Radio, Digital Advertisement Online & In-Arena, Video, events, Kayte Christensen Hunter (Sacramento Kings) Endorsement
 - Earned Media Achieved: Action News Now, Yahoo Finance, Chico ER, CNR, Oroville Mercury & more.
 - Built & Organically Scaled all RMC's Social Media presence:
- Linkedin: Achieved 173% Growth Increase in Reach, Linkedin: Achieved 30% Follower Growth Increase

Twitter: Achieved 37% Follower Growth Increase, Instagram: Opened and grew from the ground up the corporate account

2014 – 2015

ACCOUNT EXECUTIVE - Outside Sales Rep, RMC LLC, A Ray Morgan Co (Pleasanton, CA)

- B2B Outside Sales Rep: Cold-calling, telemarketing, networking, negotiation, objection handling, financial modelling of business case for sale closing
- Net-new Business Development: Self-Generate, build, & close: Hardware, Software (SAAS), & Managed IT sales
- Create and deliver compelling messaging to prospects & clients to help them better understand the product & service value

2013 – AUGUST 2014

MARKETING MANAGER, POETIC CASES (SAN FRANCISCO, CA)

- Facilitate the transformation and growth of the Poetic brand in US Market (eBay, Amazon - #1 Best Seller, & PoeticCases.com)
- Update the product positioning, understand customer's journey, while assessing the effectiveness of the marketing programs on an ongoing basis
- Ensure alignment on product positioning and communications architecture across all channels: Social Media, Email, Web, Print
- Working cross-functionally to oversee, liaise, and source team members in North America, China, Egypt, & Israel to help penetrate further into the US market.

EDUCATION

2019

INBOUND MARKETING, HUBSPOT

SEO BUILDING SUSTAINABLE TRAFFIC FOR BUSINESS GROWTH, HUBSPOT

2016

CERTIFICATE IN DISRUPTIVE STRATEGY, HBX HARVARD BUSINESS SCHOOL

CREATOR ACADEMY: FOUNDATIONS FOR SUCCESS, YOUTUBE

2008

BA MULTIMEDIA DESIGN, UNIVERSITY OF OREGON

SKILLS

- Facebook Advertising & Business Manager
- Instagram, Pinterest, Twitter, LinkedIn
- Salesforce & Pardot
- Microsoft Office
- Google Analytics & GSuite
- Trello, Slack, Asana
- Hootsuite, Later.com
- Adobe Photoshop, Illustrator, InDesign & Acrobat