

# KIERSTEN LUCAS

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## INTEGRATED MARKETING STRATEGIST

Marketing leader with extensive experience in digital strategy, content marketing, web strategy, and brand leadership. Strong team player, proactive problem solver, works well in fast-paced environments, handles ambiguity with patience and steadiness, and is driven by results.

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## EDUCATION

**Purdue University, Krannert School of Management** **2015-2017**  
MBA, Marketing

**Purdue University** **2011-2015**  
Bachelor of Science in Dietetics; Minor in Organizational Leadership and Supervision

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## CAPABILITIES AND EXPERTISE

Integrated Marketing	Cross-functional Communication	Search Engine Optimization (SEO)
Client Service	Crisis Management	Campaign Implementation
Digital & Website Strategy	Budget Oversight & ROI	Content Strategy

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## PROFESSIONAL EXPERIENCE

### Revy Digital

#### **Account Manager**

**May 2025 - Feb. 2026**

Owned and maintained strong relationships with a portfolio of clients across industries. Served as the agency marketing lead to define and execute marketing strategy, including brand development, website strategy, lead generation, and content creation.

- Collaborated with team of SMEs to implement impactful campaigns that meet clients goals.
- Analyzed and report on client performance data monthly to measure impact and optimize results.
- Designed web and digital experiences, including brand website, email journeys, and landing pages.
- Developed internal client service workflows and procedures for efficiency and quality.
- Established agency marketing strategy to include paid and organic media, content, brand, and digital strategy.
- Created and executed agency content strategy to align messaging across channels and increase brand awareness.

#### *Results:*

- Increased client conversions by 215% QoQ through campaign optimization.
- Managed a client campaign that resulted in 47% follower growth within the first month.
- Developed agency sales and marketing processes that resulted in six new client leads in two months.

## **Well Done Marketing**

### ***Marketing Manager***

**May 2024 - March 2025**

Led a cross-functional team of graphic designers, copywriters, web designers, and developers. Defined and executed comprehensive agency marketing strategy, including brand leadership, website optimization, SEO, content marketing, and digital strategy.

- Developed and executed marketing campaigns to increase brand awareness and generate leads.
- Led holistic website optimization, including UX, conversion paths, site structure, and messaging.
- Created content strategy to align messaging across channels, audience, and customer lifecycle.
- Oversaw development of creative assets aligned with brand standards and messaging priorities.
- Founding member of the WDM DEI Committee, leading company trainings, volunteer events, and educational experiences.

### ***Account Executive***

**July 2022 - May 2024**

Served as the day-to-day project lead for a portfolio of clients totaling over \$1 million in revenue. Led a cross-functional team of graphic designers, copywriters, digital strategists, and web developers.

- Developed and executed strategic plans and campaigns for clients across multiple industries.
- Managed internal and external stakeholders to ensure smooth communication, conflict resolution, and steady workflow in support of the client's timeline and budget parameters.
- Built and maintained strong relationships with clients, vendors, and partners.

#### *Results:*

- Increased client website pageviews by 300% through a website experience optimization.
- Achieved a 93% engagement rate on client website with a new design and content hierarchy.
- Increased agency website sessions by 124% from previous period with an integrated multi-channel campaign.

## **Unified Marketing Australia**

### ***Content Producer***

**Dec. 2020 - March 2022**

Created engaging, high-performing content for clients across industries and channels including CPG, health and wellness, digital marketing, employer services, real estate, and more.

#### *Results:*

- Supported 133% growth from 9 clients to 21 during my tenure.
- Served as content expert for portfolio of 21 clients.

## **Greene Resources**

**Sept. 2018 - Aug. 2020**

### ***Marketing Specialist***

Led internal and external marketing efforts including strategy development, social media management, content marketing, web and digital management, events, and more.

#### *Results:*

- Increased time spent on website by 86%.
- Increased social media engagement by 71% YoY.
- Increased social media followers by 23% YoY.