

Lucas Huffman

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Experience

Marketing Manager

July 2024 – Present

Discount Grab

Indianapolis, IN

- Increased positive reviews by 20% through targeted marketing emails, automated follow-up messages, and personalized communications, enhancing brand awareness and customer loyalty.
- Launched a new cohesive brand look across all platforms, including a redesigned logo, product image templates, and consistent brand colors, strengthening brand identity and visibility across channels.

Marketing Customer Story Development Manager

Feb 2023 – Aug 2024

ITAD Services Inc.

Indianapolis, IN

- Partnered with high-profile clients such as Uber, Hulu, and Meta, delivering exceptional service on employee tech assets and maintaining strong, long-term client relationships.
- Assisted in growing the inaugural offsite location revenue by 120% year-over-year by strategically implementing systems and processes that streamlined employee management, enhanced organizational efficiency, and optimized task management.
- Spearheaded a comprehensive online e-commerce rebrand, which included developing new product photography standards and design templates, integrating AI technologies for enhanced personalization, and establishing cohesive branding across all digital platforms and communications.

Marketing Director

Nov 2018 – Feb 2023

BCS Recycling

Atlanta, GA

- Partnered with major brands like Amazon, Costco, Dick's Sporting Goods, PepBoys, and Wayfair to develop and implement innovative marketing strategies that reimagined the recovery and repurposing of customer returns, maximizing brand value and engagement through creative campaigns.
- Assisted in driving revenue turnaround from a loss-making operation to \$7-10 million ARR with a 50% profit margin. In my department this included designing visually compelling marketing materials, enhancing brand messaging, and optimizing creative processes to elevate client and consumer engagement.
- Expanded and nurtured a creative marketing team by setting clear marketing goals, fostering a collaborative and dynamic work environment, and significantly enhancing the branch's operational capacity.

Creative Marketing Director

Nov 2015 - April 2016

Frankie's Bikinis

Los Angeles, CA

- Successfully launched the company's e-commerce platform which resulted in increased site conversion, increased mail opens by 22%, and grew their email list from 1,000 to 15,000 natural users in 6 months by transitioning their site to a custom-built Shopify theme and leveraging MailChimp activations.
- Led creative direction with founder Francesca Aiello through numerous holiday campaigns and sale events, increasing social following, customer comment engagement, and improving brand cohesion through multiple platforms.

Senior Marketing Designer

Jul 2014 – Nov 2015

Neff Headwear

Camarillo, CA

- Led and executed over 20+ launch campaigns for high-profile clients including Disney, FOX, and RedBull, driving brand alignment and enhancing customer experience across all touchpoints.
- Designed and developed innovative products and marketing materials, coordinating with cross-functional teams to deliver projects on time and within budget, resulting in elevated brand differentiation.

Skills

Programs: Adobe Creative Suite, Framer, Shopify, Microsoft Office, Slack, Close CRM, ClickUp, BaseCamp

Education

FIDM

Bachelor of Arts in Graphic Design

Aug 2011–May 2013

Los Angeles, CA

