LUCAS SLOWIK

Brand and Demand Marketing

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SUMMARY

Marketing generalist with seven years across consumer ecommerce, home services, and B2B logistics. Currently the sole marketing function at a refrigerated 3PL, where I built the department from no brand and no budget into a funded operation running brand, demand, web, paid media, and sales enablement. Secured and directed a multi-year marketing investment by building the case cross-departmentally rather than inheriting a line item.

SKILLS & TOOLS

- Brand positioning and identity
- Demand generation, paid acquisition, and SEO
- Website, conversion, and sales enablement systems
- Content and video production
- Outbound and intent-based marketing
- Marketing analytics and reporting
- Budget planning and cross-functional funding

WORK EXPERIENCE

Marketing Specialist, Midwest Refrigerated Services (MRS) — Jun 2023 - Present

Midwest-based refrigerated 3PL providing warehousing, transportation, and value-added services to national food brands.

- Built the company's first marketing department, from no brand system and no budget to a funded operation covering brand, web, paid media, content, sales enablement, and events
- Build the annual marketing plan and secure its funding across departmental budget lines, partnering with department heads and finance to fund a multi-year investment that includes a brand campaign and dedicated recruiting demand
- Own driver recruiting demand end to end, running year-round job ad creative across paid social and job boards
- Partner directly with the Director of Sales to run inbound and intent-based outbound pipeline infrastructure
- Built the primary website and quote funnel used to generate and qualify inbound opportunities
- Built MRS Sentry, an internal marketing operations platform housing campaign tracking, budget management, and performance reporting
- Unified a fragmented, site-level operation into a single brand, messaging, and campaign system

Impact

- 30% increase in hiring velocity from a rebuilt recruiting creative and channel program
- Grew search visibility 13% and page views 12% year over year, with bounce rate down 13% and session duration up 9%
- Millions of paid media impressions delivered across Google and Meta
- Supported multi-site expansion and new service launches with sales-ready marketing infrastructure

Marketing Assistant, Buck Buckley's TBF / Klaus Roofing — Apr 2022 – Jun 2023

Consumer home services, two brands. Lead generation driven, high-consideration in-home sale.

- Built branded sales collateral that improved in-home close rates roughly 12%, during a period of 20% gross volume growth
- Brought marketing in-house from an external agency and built the operating systems to run it
- Built brand guideline documents from scratch for both companies
- Produced customer testimonial film for a church roofing project using drone and professional camera rigs. Earned local press and became a standing asset in the sales process
- Grew website traffic 22% through SEO, content optimization, and funnel work
- Ran Meta paid and organic across both brands, nurturing leads and reducing funnel drop-off

Ecommerce Assistant, Rubies DTC (BuySeasons) — Aug 2020 – Apr 2022

DTC and marketplace ecommerce for a portfolio of consumer brands including BuyCostumes and Birthday Express. Extreme seasonality, with most annual volume concentrated in a single peak.

- Built SEO-driven product listings across major marketplaces and owned channels to drive conversion and repeat purchase
- Implemented customer feedback and quality control systems that surfaced return drivers, reducing returns and improving retention

Marketing Assistant, GRAEF-USA — Oct 2019 – Jun 2020

- Produced 60+ project and case study pages, building the firm's digital presence
- Supported proposal and pursuit marketing for multi-million-dollar construction bids
- Grew social platforms 5% month over month through consistent content systems

EDUCATION

Associate Degree in Marketing — 2014 - 2018

Waukesha County Technical College

- Certificates: Social Media Marketing, Marketing Management