

Lucas Bartlett

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As a dedicated student of business and marketing with a passion for technology, my objective is to leverage my strong foundation in business and marketing principles to make valuable contributions in both the tech and business worlds. I seek opportunities to apply my skills in marketing, data analysis, and customer behavior to drive innovation, growth, and success in dynamic and evolving tech and business environments.

Skills: Communication, Teamwork, Problem-Solving, Leadership, Sales, Troubleshooting, Attention to Detail, Web Development, Data-Entry

Programming Languages: HTML, CSS, SQL, JavaScript

Software: MS Office, Microsoft Word, Microsoft Excel, Jira

EDUCATION

Advanced Diploma, Business Administration and Marketing, Niagara College

Expected 06/25

- Gained a strong foundation in business administration and marketing principles.
- Proficient in marketing strategies, market analysis, and customer behavior.
- Committed to excelling in dynamic and competitive business environments, continuously learning and keeping up with industry trends.
- Adaptable to the ever-changing landscape of business and marketing, equipped with the agility to succeed in a rapidly evolving field.

PROFESSIONAL EXPERIENCE

E-commerce Store Management

10/2023 - Current

Owner of MixyPal

- Leveraged data-driven insights by analyzing customer behavior and market trends, which guided decisions on product selection and pricing, leading to a 200% increase in monthly sales during the initial six months of operation.
- Successfully cultivated a substantial TikTok following of over 14,000 engaged users, demonstrating an ability to effectively engage and resonate with a large online audience.
- Utilized a diverse set of tools and technologies, including Shopify, HTML, and CSS, to optimize the e-commerce store's performance.
- Successfully scaled advertising campaigns based on CPA (Cost Per Acquisition), allowing for efficient budget allocation and optimal ROI

Operations Manager

02/2019 - Current

Pete's Pizza

- Led a customer-centric team, delivering exceptional service by proactively addressing inquiries, swiftly resolving issues, and consistently enhancing the overall experience for a diverse clientele.
- Applied strong problem-solving skills during my tenure as manager to promptly resolve customer complaints, resulting in an outstanding 95% customer satisfaction rate. This success was further evidenced by the numerous positive reviews and testimonials we received on various online platforms.
- Cultivated and maintained positive relationships with the customer base, colleagues, and management through effective communication and a dedication to customer-centric service, resulting in a over a 20% increase in customer retention.
- Implemented a meticulous record-keeping system for sales, inventory, and customer data, resulting in an improvement in efficiency and a more organized and streamlined workflow.

PORTFOLIO PROJECTS → lucasbartlett.com

Personal Budget Calculator: *Designed and developed a user-friendly web application that allows individuals to track their spending and see how much money they have left in their budget .*

Live Demo URL: github.com/lucasbartlett Techstack: **HTML, CSS & Javascript.**

