

## Contact

[www.linkedin.com/in/lucy-wright4](https://www.linkedin.com/in/lucy-wright4)  
(LinkedIn)

## Top Skills

Microsoft Office  
Customer Service  
Leadership

## Honors-Awards

2023 Best & Brightest Nominee

# Lucy Wright

Manager, Regional Marketing at JD | Finish Line  
Indianapolis, Indiana, United States

## Experience

### Finish Line

5 years 10 months

#### Manager, Regional Marketing

February 2022 - Present (3 years 1 month)

#### Regional Marketing Specialist

October 2020 - March 2022 (1 year 6 months)

Indianapolis, Indiana, United States

#### Retail Marketing Specialist

May 2019 - March 2022 (2 years 11 months)

Indianapolis, Indiana

### Finish Line

#### Marketing Intern

May 2018 - January 2019 (9 months)

Indianapolis, Indiana

### Houseparty

#### College Strategist

February 2018 - May 2018 (4 months)

Purdue University

- Actively use Houseparty and get peers excited about the app
- Plan and coordinate Greek and campus wide marketing activations
- Conduct on-campus market research and usability testing around Houseparty app usage
- Actively participate in conversations with College Strategists at other campuses to provide feedback and solicit new ideas to HQ

### Alpha Phi International Fraternity

#### Vice President of Campus Affairs

October 2016 - November 2017 (1 year 2 months)

West Lafayette, IN

- Leads and directs the Campus Affairs Department and holds regular meetings

- Serves on the Executive Board
- Serves on Program Council
- Oversees and coordinates both community service and campus activities for the chapter
- Implements the marketing plan developed with the Marketing and Membership Recruitment Departments within the Campus Affairs Department and Events

## Gleaners Food Bank of Indiana

### Corporate Partnerships Intern

May 2017 - August 2017 (4 months)

Indianapolis, Indiana Area

- Gained an understanding of all aspects of a corporate partnership dept. for a non-profit organization.
- Developed communications skills both with internal staff to manage time and stay on task as well as external audiences such as volunteers and community members.
- Developed decision-making abilities.
- Gained or improved upon public speaking skills.
- Gained experience at a non-for-profit corporation.
- Learn and assist with volunteer management activities:
- Research, create and manage Restaurant Promotions for summer and/or create manual for Fall/Winter promotions
- Research and design possible corporate partnership promotional programs
- Assist in proactive planning, communication and scheduling of all internal and external events
- Plan and coordinate event committee meetings with event consultant

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## Education

### Purdue University

Marketing · (2015 - 2019)