

# michael adrian LUCAS

t.michael.adrian.lucas@gmail.com

864.918.9397

www.michaeladrianlucas.github.io

## RELEVANT EXPERIENCE

### 2024 - Present

*Digital Strategy*

#### Creative Carbon Co.

Managed web design and development, deployment and tech integration.  
Created chatbots and AI agents.

[www.gequip.com](http://www.gequip.com)

### 2023 - 2024

*eCommerce*

#### General Equipment & Supply

Designed and developed Shopify Webstore  
Increased website traffic by 30%.  
Increased time spent on website.  
Increased website engagement.

[www.gequip.com](http://www.gequip.com)

### 2021 - 2023

*Sales*

#### Breakthru Beverage

Worked in key accounts to ensure brand visibility.  
Designed graphics in Adobe Creative Suite.

### 2013 -2022

*Website Design*

#### Various Clients

Designed, built and deployed websites with modern UX & UI design,  
with accessibility and SEO best practices.

### 2011 -2012

*Social Media Marketing & Copywriting*

#### iUniverse Publishing

Interviewed authors, composed articles and managed brand platforms and micro-sites to drive traffic, increase brand awareness and improve Google page rank.

[www.iuniverse.com](http://www.iuniverse.com)

### 2010 - 2011

*Copy Editor & Journalist*

#### Korea IT Times

Composed articles and provided copy editing for print editions of important Korean Tech Magazine.

[www.koreaittimes.com](http://www.koreaittimes.com)

*Driven professional  
with experience in  
Digital Design,  
Programming  
and Data Analytics.*

## SKILLS

APIs  
Python  
JavaScript  
HTML & CSS  
ERP  
Data Analytics  
Excel  
Microsoft Power BI  
Microsoft Azure  
SQL Server  
Microsoft 365  
Adobe Creative Suite  
Technical Writing  
Web Design  
Web Development

## EDUCATION

### 1996 - 2000

B.S. **Biology**

College of Charleston  
Charleston, SC

### 1996 - 2000

B.S.. **Anthropology**

College of Charleston  
Charleston, SC

### 2015 - 2017

B.S. **Information Technology**

University of Mass. at Lowell