michael adrian LUCAS

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

RELEVANT EXPERIENCE

2023 - 2024
eCommerce
General Equipment & Supply

Defined design standards for webstore.
Implemented new website design.
Increased website traffic by 30%.
Increased time spent on website.
Created asset and data libraries using Microsoft 365 platforms such as Sharepoint, Sharepoint Lists and OneDrive.
Improved SEO and customer engagement.
Managed eCommerce Platform and ERP integration.
Used data analytics to understand sales and improve projections.
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 micros-sites to drive traffic and increase brand awareness and improve Google page listing.
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

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.A. **Biology**
College of Charleston
Charleston, SC

1996 - 2000
A.B. **Anthropology**
College of Charleston
Charleston, SC

2015 - 2017
B.S. **Information Technology**
University of Mass. at Lowell