

# Michael Lucas

Digital Strategist, M.S. Applied American Politics and Policy

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## Experience

### Ampush Senior Media Analyst

San Francisco, CA  
Mar 2015 – Present

- Strategic full funnel guidance & execution: developing, managing, optimizing digital paid media strategies from prospecting to retention, involving \$1M+ budgets
- Leading a small team of analysts across a variety of clients in the Enterprise vertical
- Maximizing efficiency and ROI for various KPIs and goals, including direct response, e-commerce, lead gen, and mobile app installs
- Providing extensive analyses on performance, audience cohorts, targeting, etc. and regular reporting to clients, executives and strategic teams

### FWD.us Digital Strategist

San Francisco, CA  
Jan 2014 – Jan 2015

- Managed the email program, online ad platforms, website, digital assets, and digital consultants
- Managed the online analytics, tracking our performance, ROI, and user interactions on all platforms
- Optimized & assisted developing the overall online strategy and digital outreach efforts
- Lead user acquisition, growing the supporter list 40% over 5 months
- Spearheaded our partnership with Change.org for a highly visible and strategic petition campaign

### Presidential Inaugural Committee Digital Developer

Washington, D.C.  
Dec 2012 – Jan 2013

- Assisted in the creative and design process for the website, www.2013pic.org and other digital assets
- Helped develop and maintain the website using a combination of BSD tools and Expression Engine
- Built online forms in BSD, along with assisting with developing the content and styles of the forms

### Obama for America Deputy Digital Director, Digital Developer

Chicago & Madison, WI  
May 2012 – Nov 2012

In Chicago:

- Developed and deployed online fundraising & signup forms using BSD tools
- Helped develop code and website elements for www.barackobama.com in Expression Engine
- Assisted the special & constituency projects development group with various projects and research

In Madison:

- Developed and deployed various webpages and forms for www.barackobama.com/wi
- Managed the OFA-WI Dashboard, the state campaign's online field office
- Managed OFA-WI's MailChimp email program, sending emails to hundreds of thousands of people
- Assisted with social media management as well as content building & asset creation
- Acted as the campaign's media contact and photographer for principal and surrogate events statewide

## Education & Student Organizations

### Florida State University M.S. Applied American Politics and Policy B.S. Information Technology, B.S. Political Science

Tallahassee, FL  
Aug 2011 – Aug 2013  
Aug 2006 – Aug 2011

- Held leadership positions with the Florida College Democrats, College Democrats of America, and VOICE political grassroots organization in a variety of digital roles