



Miami, FL & Philadelphia, PA · wxl541@miami.edu

## Wesley Lucas

Innovative and diligent creative mind seeking opportunities to learn and grow. A multi-disciplinary worker adept in communication and collaboration.

### Experiences

#### Sales Associate at Urban Outfitters, Philadelphia, PA

May 2023 — August 2023

1627 Walnut St. Philadelphia, PA 19103

- Developed and utilized product knowledge to replenish the sales floor and effectively represent the UO brand, while enhancing the customer experience
- Demonstrated excellent teamwork and communication abilities by assisting store managers in closing floorset during Men's and Women's Proto
- Leveraged proficient shipment processes by unloading deliveries and fulfilling online and in-store orders, ensuring efficient stock control and smooth store operations

#### Photographer at The Miami Hurricane (School Newspaper), Miami, FL

October 2022 — Present

- Coverage from Miami Hurricane basketball, football, and volleyball events to exhibition openings
- Utilize AP Style to caption images for publication
- Collaborate with writers and editors to produce notable articles

### Digital Experience

August 2021 — May 2022

#### Vice President of Media of the Black and Latino Culture Club (BLCC), St. Joseph's Preparatory High School

- Created and managed the club's social media presence
- Facilitated and formulated all media including a logo, programs, photos, banners, etc.
- Trained incoming leaders for their role on the executive board

#### Creative Direction at The Hawkeye Newspaper, St. Joseph's Preparatory High School

- Designed templates for social media to promote new publications
- Re-designed the old logo to achieve a more modern aesthetic
- Collaborated with writers to assist the visual element of their articles

#### Shop from Home Clerk at ShopRite, Yardley, PA

June 2021 — August 2021

- Executed fulfillment process utilizing digital technology
- Facilitated an experience that improved customer satisfaction
- Communicated and collaborated across teams, customers, and management to complete tasks efficiently

### Education

#### High School Diploma, St. Joseph's Preparatory High School, Philadelphia, PA

August 2018 — May 2022

- Silver Medal in English, Gold Medal in Fine Arts, 3.8 GPA

#### Bachelor's, University of Miami, Miami, FL

May 2022 — Present

- Major in Creative Advertising & Minor in Marketing