

Lucas Tyson

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Experience

Social Media Coordinator

Fanshawe College
May 2017 - March 2018

- Restructured Instagram content to align with organization objectives.
- Increased the Instagram follower growth rate by over 100%.
- Analyzed all sub-branded social media accounts and drafted social media audits.
- Orchestrated a social media campaign for Fanshawe Live (Fanshawe's largest event in history).
- Assisted in harmonizing departments to create a consistent social media strategy utilizing Hootsuite Enterprise.

Web Developer

Freelance
July 2016 - Present

- Created a website & e-commerce store for an international Celtic rock band, The Mudmen.
- Achieved a bounce rate of under 5.5%.
- Ranked first page for SERP in many relevant keywords.

Digital Marketing Strategist

St. Thomas Chamber of Commerce
Apr 2016 - Aug 2016

- Developed monetization options for the chamber website, creating up to \$10,000 in additional revenue opportunities.
- Analyzed data from Google Analytics and member surveys to create summarized reports.
- Developed email marketing campaigns and created content for their weekly newsletter & monthly magazine.
- Managed a database of over 500 members, and released multiple website features to increase engagement.

Skills

Software - Proficient in Excel, Hootsuite, WordPress, and working knowledge of the Adobe Suite.

Communication - Excellent written and verbal communication skills.

Adaptive - Quick learner, responsible, flexible, able to build relationships.

Leadership - Proven ability to lead projects and work on a team.

Current Projects

AdWords

Engineer and structure an AdWords campaign for a retail specialty running shoe store. AdWords certified.

Community Consultancy

Student consultant for Fanshawe. Designing and executing a digital marketing plan for a local business.

Event Marketing

Organizing and executing a family bowling night in support of JDRF (type 1 diabetes research).

Education

Fanshawe College 2015- 2019
Working towards a Bachelor of Commerce in Digital Marketing

Volunteer Work

Great Lakes International Airshow Present
Plan and administer the Airshow's social media content strategy. Increased engagement by 2,000% in 2016.