

MARKETING

MARKETING MANAGER
& BRAND STRATEGIST



LUCY BURGESS
2025

CAREER PORTFOLIO

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LUCY BURGESS

I AM A MARKETING PROFESSIONAL WITH FIVE YEARS OF EXPERIENCE IN DIGITAL MEDIA, COMMUNITY ENGAGEMENT, STRATEGY AND ANALYTICS DERIVED FROM NON-PROFIT, IN-HOUSE AND AGENCY-BASED ROLES.

CURRENTLY, I PROVIDE FREELANCE DIGITAL MARKETING AND PUBLIC RELATIONS SERVICES TO GROWING BRANDS IN TEXAS, NEW YORK AND MASSACHUSETTS.

I EARNED MY BACHELOR'S DEGREE IN ADVERTISING AND PUBLIC RELATIONS WITH A MINOR IN DIGITAL MEDIA TRENDS AND ANALYTICS FROM PENN STATE UNIVERSITY.

BEYOND THE DESK, I DESIGN BRANDS FOR FUN, AND I LEAD A LIFESTYLE CENTERED IN HOLISTIC HEALTH, FITNESS AND COMMUNITY MENTORSHIP.



ABOUT ME

VISION & MISSION

TO BE THE LEADING FORCE BEHIND TRANSFORMATIVE BRAND SUCCESS, RECOGNIZED FOR SHAPING MEMORABLE, RESULT-ORIENTED MARKETING THAT INSPIRES CONNECTION, DRIVES INNOVATION, AND SETS NEW STANDARDS OF QUALITY & EXCELLENCE.

TO EXECUTE PROJECTS WITH HIGH-QUALITY, INNOVATIVE MARKETING SOLUTIONS THAT FOSTER LONG-TERM BRAND GROWTH INFORMED BY INDUSTRY EXPERTISE, STRATEGIC VISION AND AN UNWAVERING DEDICATION TO EXCELLENCE.

RELEVANT

MY COMMUNICATIONS SKILLS HAVE EMPOWERED BRANDS, SUCH AS NORWEX AND TWISTED X, WITH RESULTS-ORIENTED MARKETING SOLUTIONS THAT SECURED INDUSTRY AWARDS, ENHANCED BRAND VISIBILITY AND INCREASED COMMUNITY ENGAGEMENT.

DETAIL ORIENTED - PROACTYIVE - SAAVY

EVENT MARKETING - CAMPAIGN PRODUCTION - CONTENT DESIGN - STRATEGY - SOCIAL MEDIA - COPYWRITING

COMMUNITY DRIVEN - CREATIVE

03

SKILLS



MARKETING MANAGER & CONSULTANT

FREELANCE, VARIOUS BUSINESSES

MANAGED PRODUCTION OF DIGITAL MARKETING CAMPAIGNS AND BRANDING PROJECTS, OVERSEEING MEDIA CREATION, SEM/CRM EFFORTS, AND ENSURING TIMELY, ALIGNED PROJECT DELIVERY WITH PERFORMANCE TRACKING.

CLIENTS:



SOCIAL MEDIA MANAGER

ROARING 20S BREWERY

LED COMPREHENSIVE PROJECT PLANNING AND STRATEGIC EXECUTION OF DIGITAL, PRINT AND SOCIAL MEDIA DELIVERABLES WHILE MANAGING COMMUNITY PARTNERSHIPS AND ENGAGEMENT EFFORTS ADHERING TO SCOPE & BUDGET

MARKETING COMMUNICATIONS INTERN

GRADUATE INTERN, TRUE POINT COMMUNICATIONS

EXECUTED DIGITAL CAMPAIGNS, INFLUENCER PARTNERSHIPS AND PRODUCTION OF MEDIA MATERIALS, SECURED INDUSTRY AWARDS AND CLIENT PLACEMENT IN **DALLAS BUSINESS JOURNAL, COWGIRL MAGAZINE AND PR WEEK**

CLIENTS:



MEDIA COORDINATOR

SENIOR INTERN, BOOST PUBLIC RELATIONS

MANAGED END-TO-END MEDIA RELATIONS FOR PUBLIC FIGURE CLIENTS AND COORDINATED CROSS-FUNCTIONAL TEAMS TO ENSURE SEAMLESS COLLABORATION AND MEDIA PROJECT TRACKING

MEDIA MATERIALS INTERN

PENN STATE COLLEGE OF ENGINEERING

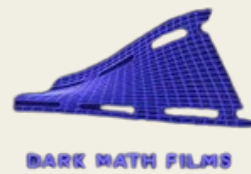
LED DESIGN AND PROJECT PRODUCTION EFFORTS IN THE REBRANDING OF THE SENIOR CAPSTONE COURSE GRAPHICS, MANAGING CROSS-TEAM COLLABORATION WITH PROFESSORS, UNIVERSITY SPONSORS & ALUMNI DONORS

ACCOUNT ASSOCIATE

HAPPY VALLEY COMMUNICATIONS

DEVELOPED CRISIS PREVENTION AND MITIGATION PACKAGES FOR HIGH-RISK REGIONAL BRANDS, COORDINATING CLIENT WORKFLOWS, PRODUCTION DECISIONS, AND TIMELINES WHILE INDEPENDENTLY MANAGING PROJECTS AND CLIENT CASE STUDIES

CLIENTS:



TEAM LEAD, PAID CAMPAIGNS

2021 GOOGLE NMI PROGRAM, ANAYA'S PROJECT

DIRECTED THE PRODUCTION OF FOUR PAID MEDIA CAMPAIGNS, SETTING KPIS, ANALYZING KEYWORD PERFORMANCE, AND PROVIDING STRATEGIC GUIDANCE ON ANNUAL MARKETING PLANS BASED ON CAMPAIGN PERFORMANCE REPORTS

DIRECTOR, DONOR & ALUMNI RELATIONS

CO-DIRECTOR, FAMILY RELATIONS

***TETRA, SPECIAL INTEREST THON ORGANIZATION
BENEFITTING THE FOUR DIAMONDS***

LED PLANNING AND PRODUCTION OF FUNDRAISING EVENTS AND DONOR OUTREACH, SECURING \$81,000+ IN DONATIONS USING STRATEGIC PROJECT EXECUTION AND ORGANIC MARKETING TACTICS

EXPERIENCE

RECENT PROJECTS



ROARING 20S BREWERY

'DRINK GOOD BEER' SUMMER 2024 CAMPAIGN



SKI BUTTERNUT 'CHAIR 5 IPA' WINTER 2025 COLLABORATION



APOLLO 18 EVENTS GROUP

BRAND LAUNCH & EVENT MARKETING CAMPAIGN



APPROACHING THEIR 5TH ANNIVERSARY IN BUSINESS, THE ROARING 20S BREWERY & TAPHOUSE SOUGHT MARKETING SUPPORT TO STAND OUT AMONGST THEIR GROWING LIST OF COMPETITORS AND PURSUE CONTINUED POSITIONING AS REGIONAL INDUSTRY AUTHORITIES.

PROJECT SCOPE:

- MARKETING STRATEGY DEVELOPMENT
- DIGITAL CAMPAIGN PRODUCTION
- BRAND PARTNERSHIP DEVELOPMENT
- CREATIVE CONTENT PRODUCTION (PHOTOGRAPHY, MEDIA DESIGN & EDITING)
- SOCIAL MEDIA MANAGEMENT

OBJECTIVES:

- REFINE DIGITAL IDENTITY EXPRESSED ON SOCIAL MEDIA
- EXPAND BRAND AWARENESS
- POSITION THE BUSINESS AS INDUSTRY LEADERS IN CRAFT BREWING
- STRENGTHEN COMMUNITY ENGAGEMENT & LOCAL PARTNERSHIPS OPPORTUNITIES



School No. 1, New Lebanon, N.Y.



INTRODUCING



ROARING 20S BREWERY

'DRINK GOOD BEER' DIGITAL CAMPAIGN

TARGETING REGIONAL CRAFT BEER ENTHUSIASTS, THE 'DRINK GOOD BEER' CAMPAIGN FEATURED CURATED CONTENT, SELECT BEER PROFILES AND EXCLUSIVE COMMENTARY FROM THE MASTER BREWER TO ENGAGE AUDIENCES, REFINE DIGITAL IDENTITY AND POSITION THE BREWERY AS A CRAFT AUTHORITY.



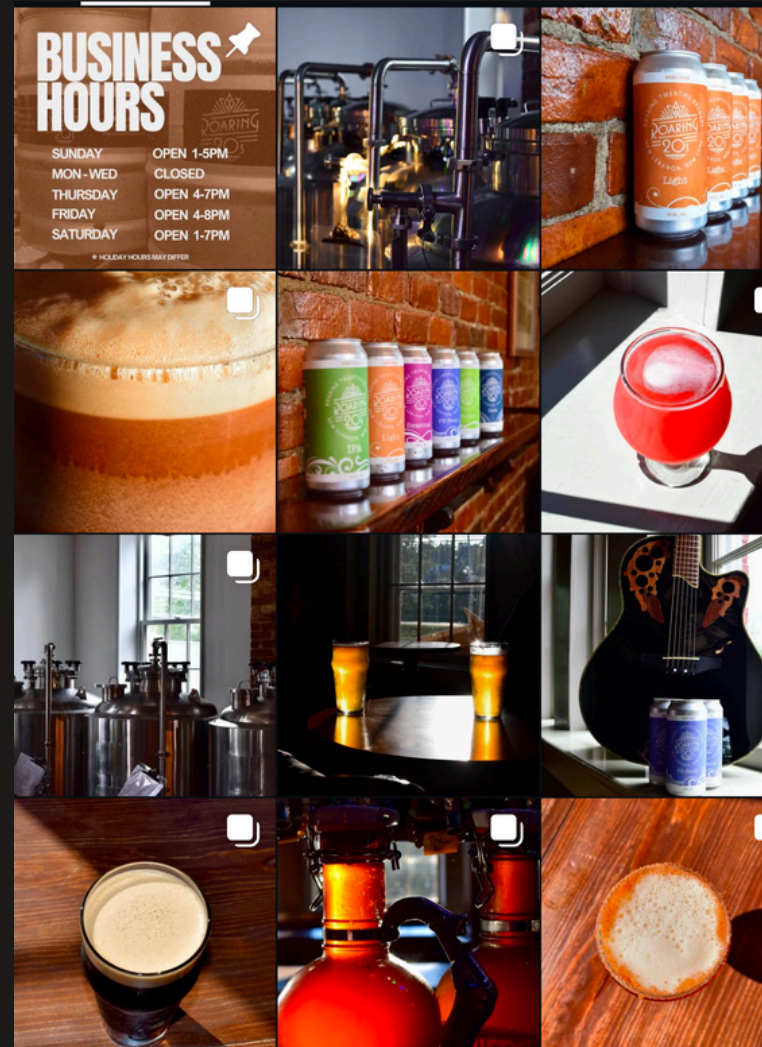
CAMPAIGN FEATURES:

- 'DRINK GOOD BEER' BRANDED CONTENT HIGHLIGHTING BEER PROFILES & PRODUCT LAUNCHES
- 'WHAT'S ON TAP' EVENT MARKETING TACTIC
- SEASONAL CONTENT SHOOTS
- CURATED FEED AESTHETIC & COLOR SCHEME

RESULTS SUCCESS

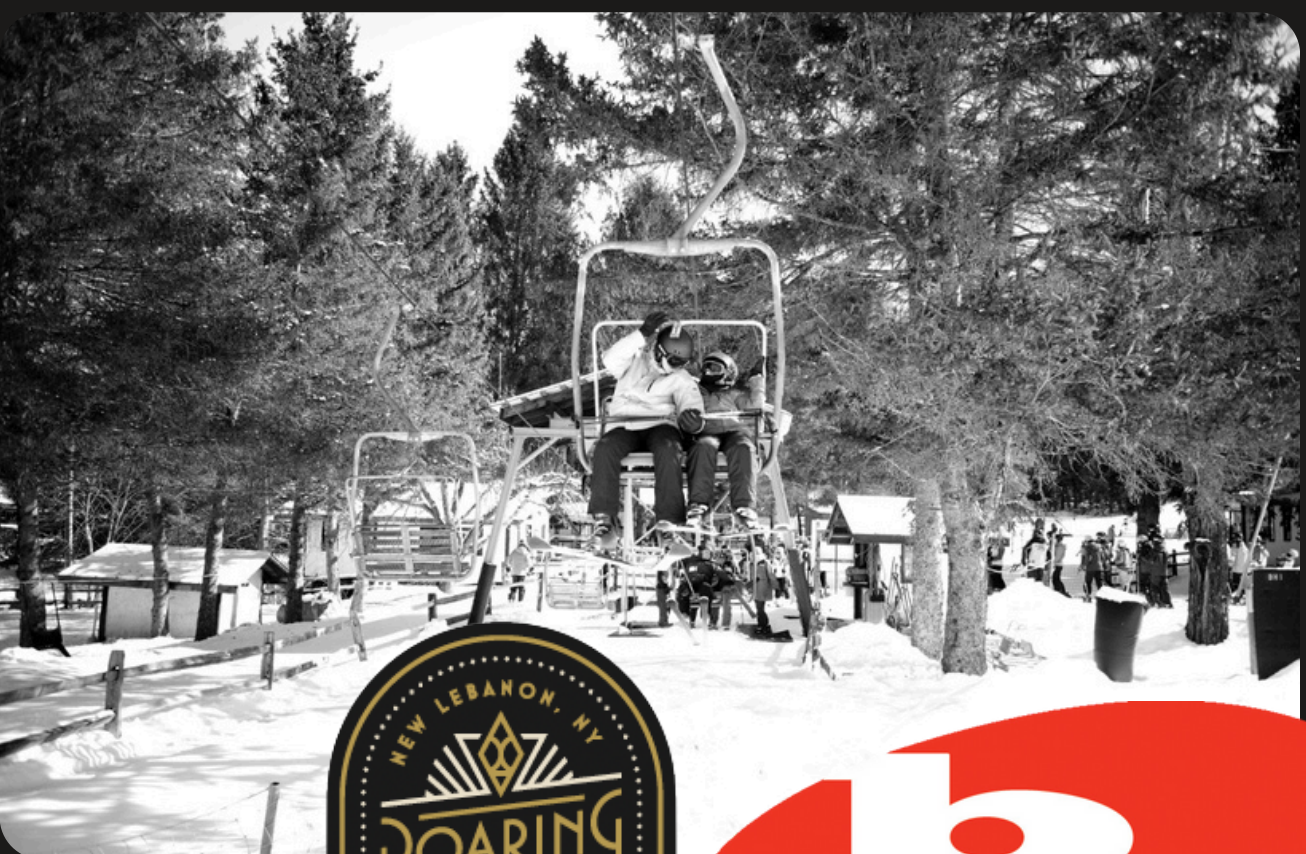
VIEWES: 53.8K VIEWS
REACH: 29.5K INDIVIDUAL USERS
NON-FOLLOWER REACH INCREASED BY 62%
CONTENT INTERACTION: INCREASED BY 100%
CONTENT ENGAGEMENT: INCREASED BY 345%
ACCOUNT FOLLOWS: GAINED 227 FOLLOWERS
AVG. DAILY SALE: INCREASED BY 11%

ROARING 20S BREWERY



'CHAIR 5 IPA' CAMPAIGN & COLLABORATION

IN PARTNERSHIP WITH SKI BUTTERNUT, A MASSACHUSETTS SKI DESTINATION, THE 'CHAIR 5 IPA' WAS CREATED IN HOMAGE TO THE MOUNTAIN'S ICONIC 'CHAIR 5' SKI LIFT. SOLD EXCLUSIVELY AT SKI BUTTERNUT'S BASE LODGES, THE PRODUCT PARTNERSHIP STRENGTHENED COMMUNITY ENGAGEMENT AND PROMOTED BRAND AWARENESS.

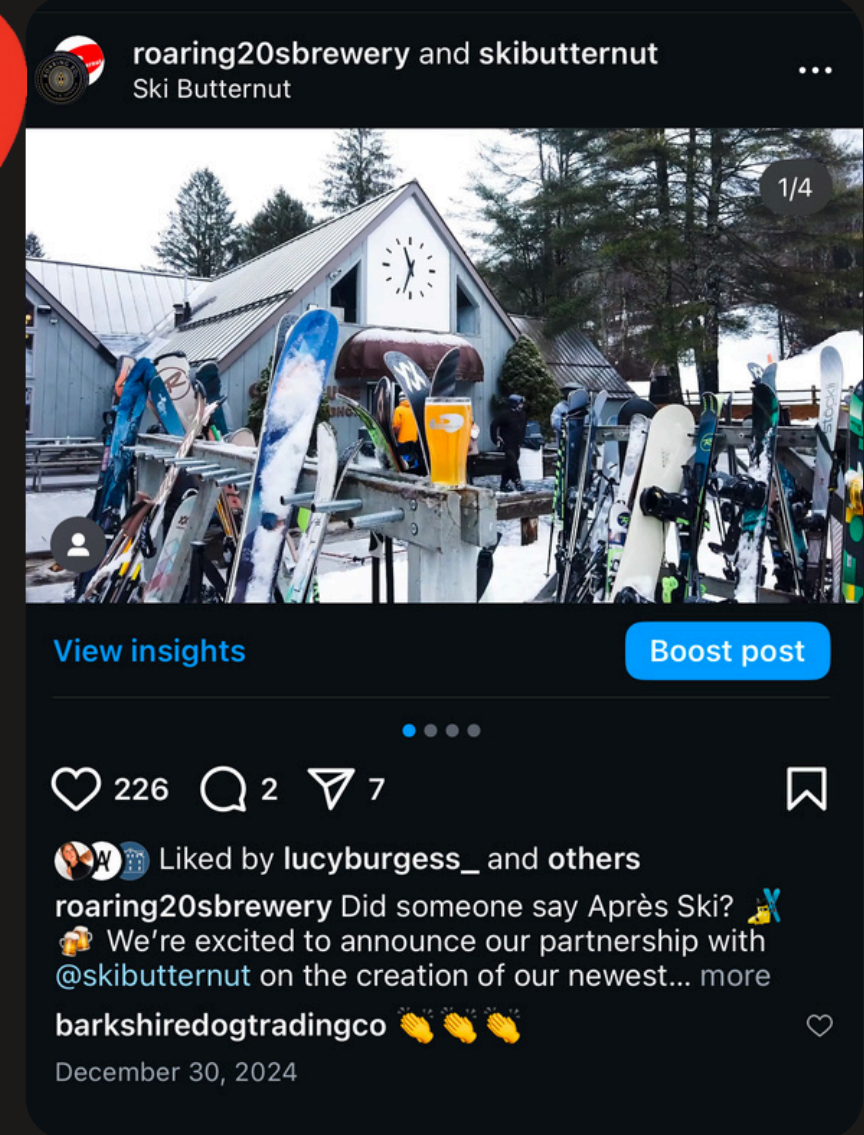


CAMPAIGN FEATURES:

- CROSS BRAND COLLABORATION
- SOCIAL MEDIA MARKETING CAMPAIGN
- PRODUCT CONTENT SHOOT
- SOCIAL MEDIA COPY DEVELOPMENT
- CREATIVE CONTENT PRODUCTION (PHOTOGRAPHY, CONTENT DESIGN & EDITING)

RESULTS **SUCCESS**

- 7.5K IMPRESSIONS
- CONTENT VIEWS: 9.7K VIEWS
- CONTENT REACH: 5.7K USERS
- 88% OF VIEWS WERE FROM NON-FOLLOWERS
- 18% OF VIEWS WERE FROM POST RESHARES
- CONTENT INTERACTIONS: 243 - A 359% INCREASE
- OVERALL ACCOUNT REACH: INCREASED BY 326.8%
- OVERALL ACCOUNT ENGAGEMENT: INCREASED BY 166.7%



ROARING 20S BREWERY

APOLLO 18 GROUP SOUGHT MARKETING SUPPORT TO DEVELOP AND LAUNCH AN EVENTS BRAND THAT CREATES DISTINCT, INTERACTIVE 'ONE NIGHT ONLY' SOCIAL EXPERIENCES FOR YOUNG PROFESSIONALS IN NEW YORK CITY.

PROJECT SCOPE:

- **BRANDING** (DEVELOP IDENTITY, LOGO DESIGN, AESTHETIC CURATION, ETC.)
- **MARKETING STRATEGY DEVELOPMENT**
- **PAID CAMPAIGN DESIGN**
- **EVENT MARKETING**
- **CREATIVE CONTENT PRODUCTION**

OBJECTIVES:

- EXECUTE COMPREHENSIVE BRAND DESIGN & IDENTITY DEVELOPMENT
- DESIGN SOCIAL MEDIA CONTENT, EVENT POSTERS & PAID ADS GRAPHICS
- STRATEGIZE A SOCIAL MEDIA GROWTH PLAN ESTABLISHING INDUSTRY CREDIBILITY
- DESIGN A PAID ADS CAMPAIGN TO DRIVE BRAND AWARENESS & TICKET SALES



A18



PIONEERING A DISTINCTIVE AND EXHILARATING SOCIAL GOING-OUT ALTERNATIVE DRIVEN BY HOUSE MUSIC AND THE THRILL OF THE NIGHT. WE SEE YOU, NEW YORK, AND YOU LOOK GOOD. JOIN US AS WE CREATE UNFORGETTABLE EXPERIENCES WHERE YOU CAN LOOK GOOD, FEEL GOOD AND SHARE THE NIGHT IN THE CITY THAT NEVER SLEEPS.

APOLLO 18

WEBSITE



FOR A DEEPER LOOK INTO MY RECENT PROJECTS, OTHER BRANDS I HAVE WORKED WITH AND MORE OF MY MARKETING CAPABILITIES, [VISIT MY WEBSITE FOR MORE.](#)

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NEW YORK & VIRGINIA



CONTACT

THANK



**THANK YOU FOR YOUR INTEREST IN MY PORTFOLIO!
I LOOK FORWARD TO DISCUSSING POTENTIAL COLLABORATIONS.**



YOU