

MONICA LUCAS

Storyteller who believes a clear and concise message will inspire, connect, and convert readers. Experienced marketing leader and project manager with demonstrated success leading writing teams to create large amounts of branded content that delivers high-volume results. Self-motivated, organized, and dedicated problem solver. Works well cross-functionally with marketing, sales, external vendors, and upper management.

PROFESSIONAL EXPERIENCE

Lithia & Driveway, Portland, OR

2023-2024

Content & Brand Strategist

- Created the brand voice and tone guidelines for Lithia & Driveway's internal communications.
- Designed a content strategy for Lithia & Driveway's social media channels resulting in 18.8 million impressions in first 7 months.
- Owned creative campaigns from ideation to publication ensuring all work is on brand.

Driveway, Portland, OR

2020-2023

Content Design Manager

- Built a team of 6 UX Writers and Content Strategist to support a start-up website.
- Created the brand voice and tone guidelines for Driveway's omnichannel strategy.
- Saved the company \$100K monthly by bringing social media creative in house.

Oliver Agency, Portland, OR

2019-2020

Senior Copywriter

- Partnered with the adidas North American Brand Design team on retail and digital ads.
- Switched roles to leading a pilot team creating global digital ads during pandemic.

Nike, Beaverton, OR

2015-2018

Digital Copy Manager

Led a team of internal and external copywriters to create product description pages on a globally scale.

- Created a strategic plan to update Nike.com copy to sound more consumer friendly.
- Managed writers to produce product copy for 30,000 styles annually at 89% readiness rate.
- Successfully transferred SNKRS editorial storytelling to bring a brand voice to the popular app.

The Home Depot, Atlanta, GA

2013-2015

Copywriting Manager

Directed a team of 8 Copywriters to create branded content for a printed catalog and online experience for Home Decorators Collection.

EDUCATION

University of South Carolina, **Bachelor of Arts (BA)**, Journalism and Mass Communications,
University of South Carolina, Columbia, SC

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