



LUCAS

GIULIANELLI

MARKETER, COMMUNICATOR
& SALES

CONTACT ME

 Lucasg.ca
linkedin.com/in/lucas-giulianelli

 647-924-7106

 Bolton, Ontario

HARD SKILLS

CONTENT CREATION

Efficient and creative at designing graphics and creatives. Strong photo editing skills short-form video editing ability, and photography. Skilled in Photoshop, Illustrator, Premier Pro and many others.

CUSTOMER RELATIONS

Maintain positive relationships with customers, Create individualized media and content plans. Connect and engage with potential customers. Draw new customers' interest by posting unique and relevant content.

SALES & LEAD CONVERSION

Talented at lead generation, Engaging potential clients and converting leads, Explaining areas of expertise and problems that can be solved for customers, Giving competitive quotes, negotiating prices, and attending meetings.

DIGITAL MARKETING

Excel at developing unique marketing plans. Able to identify the right customer avatar. Accelerate revenue streams using digital advertising.

DIGITAL MARKETING

Enhance a business's online presence by comparing and researching the competition. Create multiple-tier services for clients to choose from. Research and implement new apps and services.

SOFT SKILLS

Excellent decision-making, problem-solving skills, quick learner, eager to learn, able to multitask, strong communication skills/attention to detail, adaptable, creative thinker.



ABOUT ME

My name is Lucas Giulianelli, I am a Communications and Interactive Media Design graduate. I have over 4 years of Marketing, Sales and Design experience. I am specifically skilled in content creation, customer relations, research and comparability, lead conversion and sales ability to acquire new business. With my skills, willingness to learn new things, and fresh creative outlook, I am confident that I can be an asset to any team.



WORK EXPERIENCE

2021- Present Kris Media Inc

COMMUNICATIONS COORDINATOR

Onboarded clients, Created draft websites and took part in meetings to generate sales, Worked with brand kits to create new websites, Researched and then created tailored plans for businesses and Developed or revamped an online presence.

2019 - 2021 Clever Digital Marketing

MARKETING SPECIALIST

Created individualized digital marketing campaigns for clients, Developed social media content plans, Managed multiple social media accounts, Designed advertisement banners, Wrote ad copy for Facebook ads, Recreated small business websites, Took photos for multiple businesses to help redesign the look of their online presence.

2016 - 2022 Canadian Tire

SALES ASSOCIATE

Tasks included providing customer service while acknowledging the customers needs, Taking inventory and restocking merchandise, Accounting for missing products by filling out a stock report, Locating and packing online orders, Taking a lead role in running the garden centre, Recreating aisle designs to boost sales and make products look visually pleasing.



EDUCATION

2020 - 2022 Ontario Tech University

COMMUNICATION AND DIGITAL MEDIA STUDIES

Graduated with Bachelor of Arts Degree with high distinction. Studies focused on communication skills, relationship management, mitigation, negotiation, the impact of social media on consumers, advertising in the digital age, and news analysis.

2018 - 2020 Seneca @ York

INTERACTIVE MEDIA DESIGN

Graduated with Diploma in Interactive Media Design. Studies involved content creation, graphic design, video editing, animation, sound design, user experience, website creation, coding and marketing.

2017 - 2018 Ryerson

NEW MEDIA

Attended 1 year of the RTA New Media Program focused on artistic graphic design, sound design and media theory.



REFERENCES

Daniel Rahmon

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Kristina Nalbandian

Owner Of Kris Media Inc.

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