

THOMAS LUCERO

EDUCATION

Graduate Certificate – Communications and Media Technology. Anticipated Completion May 2024
Colorado State University, Fort Collins, Colorado

B.A., Journalism and Technical Communication December 2014
Colorado State University, Fort Collins, Colorado

PROFESSIONAL EXPERIENCE

Online Retail Manager July 2016 to Present
Colorado State University Bookstore; Fort Collins, Colorado

- Oversee daily operations and long-term planning for the online textbook and merchandise sales department at a college bookstore serving over 33,000 students.
- Hire, train, and supervise a team of student employees, including seasonal staff.
- Coordinate site redesign with the software vendor, university external relations team, and bookstore staff.
- Analyze user trends and determine customer paths using Google Analytics. Utilized Google AdWords for Search Engine Marketing.
- Launched a new gift card program that provides customer options for in-store and online gift card purchases.
- Created videos and instructional websites for student customers.
- Managed placement of new products for sale on the website.
- Maintained web copy on the website, following generally accepted design principals with an emphasis on Search Engine Optimized content.
- Took steps to ensure the website is accessible to all users, including those with site impairments. Provided an inclusive clothing shopping experience for non-binary customers.

eCommerce Support Agent July 2015 to July 2016
Jax Mercantile; Fort Collins, Colorado

- Provided customer service and web marketing support to the Internet sales department at a regional sporting goods and ranch supply chain.
- Researched and wrote product descriptions, metatags, titles, and procured photos/video for products placed for sale on the website.
- Developed a mobile-responsive email marketing template.
- Analyzed future social marketing developments; presented relevant information to management.
- Managed Google AdWords advertisements from Google Shopping and Google Search ads.

Digital Content Director March 2013 to May 2015
iHeartMedia of Northern Colorado + Southern Wyoming; Loveland, Colorado

- Wrote and promoted digital content for seven radio station websites. Customized web content based on brand format, including top 40, country, Adult Album Alternative (AAA), talk, and classic rock stations.
- Collaborated with on-air personalities, program directors, and other stakeholders to maintain station websites, including. Ensured content was Search Engine Optimized.
- Investigated, researched, and tested new social media platforms for use by our radio stations. Remained cognizant of rapidly changing trends and algorithm changes in social media platforms.
- Increased page views, unique visitors, unique streaming listeners, and number of audio hours streamed among all radio stations annually.

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RELEVANT VOLUNTEER EXPERIENCE

Lory Student Center Council for Inclusive Excellence (CfIE) September 2022 - Present

- The LSC Council for Inclusive Excellence meets monthly to discuss ways to ensure the Lory Student Center is a welcoming environment for all students.

Staff Advisor – Nu Alpha Kappa Fraternity, Inc. September 2018 – Present

- Serve as advisor for a Latino-based fraternity with a chapter on the CSU campus.
- Provide guidance on college resources to a fraternity chapter where most of the members are first-generation students of a Hispanic/Latino background.

nine70 Young Adult Ministry at Timberline Church 2010 to 2014

- Communications Director – 2010 - 2012

90.5 KCSU Student Radio Station 2001 to 2003

- Underwriting Manager - 2002-03
- Campus Affairs Program Director – 2001-02
- Volunteer DJ – 2001-2003

AWARDS AND RECOGNITIONS

- **Certificate of Merit - Best Use of New Media** - Colorado Broadcasters Association (2013)