

# Nick Lucero

## Customer Service Guru with Logistic and Driving Expertise

Thornton, CO

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### WORK EXPERIENCE

#### **Social Media Specialist**

Prime Studios - Denver, CO - November 2012 to Present

##### Responsibilities

Established and building the social media presence of a series of yet-to-be-launched blogs such as Podcast's and Livestream interviews. About a wide range of lifestyle subjects such as entertainment, food, fashion, nightlife, celebrities, dating, and relationships in the EDM (Electronic Dance Music) culture scene. Managed accounts such as Twitter, Tumblr, Instagram, Wordpress, Poscast, LinkedIn, Instagram, Soundcloud, Social Sprout, www.Prime-Studios.com. Launched social media accounts for each blog, establishing their social voice, and building an engaged community of followers.

##### Accomplishments

I am one to develop and manage online marketing campaigns for effectively driving brand awareness, engagement and traffic to social media pages. Achieve a strong, visible social media presence and develop concepts with viral potential.

##### Skills Used

Continuously monitor online public relations and ensure the success of client programs. Assess social media marketing strategies to determine rate of return Identify and tap into new channels to optimize ROI and fuel revenue growth. Used social listening techniques to identify story ideas for the editorial team, and social analytics tools to measure and report results. Establishing the content marketing functionality for this rapidly-growing lifestyle site, creating must-follow feeds to help drive traffic to the site and build brand affinity.

#### **Facilities Maintenance Technician**

RTD - Denver, CO - April 2011 to November 2014

Denver, Co

##### Facility Maintenance

- \* Maintain and manage various sites.
- \* Maintain machinery and schedule. Driver for truck/trailer.

#### **Customer Service Specialist**

RTD - Denver, CO - July 2013 to November 2013

Provide the best customer service in the TIC (Telephone Information Center). With information for callers with route schedules and trip planning and advisement. Also taking inquiries and complaints from customers to further better service.

#### **Warehouse Runner**

Lodge Casino & Hotel - February 2011 to July 2011

Stocks warehouse with food, liquor and all kitchen supply for entire casino.

\*Basic inventory processing and data entry.

\*Operates pallet jack and forklift certified.

\*Pull orders and basic maintenance of below zero coolers and fridges.

### **Clerical - Federal Government Temp**

Office Team - Denver, CO - January 2007 to May 2008

Creating, editing and proofing a variety of documents, including transcribed audio tapes.

Data edit information from a variety of sources into a computer database.

Prioritized batches material for data entry.

Distributed copies of documents as needed. Basic office duties filling, faxing, and answer phones.

### EDUCATION

#### **Marketing, Public Relations**

CU of Denver - Denver, CO

2011 to 2013

#### **High School Diploma**

Emily Griffith High School - Denver, CO

1999 to 2003

### SKILLS

Driving, CDL Permit Class A Doubles, Inbound phone center, Windows, Apple, commercial aeration machines,

### LINKS

<http://www.linkedin.com/in/socialmediavn/>