

# Andrea B. Lucero

[PORTFOLIO](#)

Thornton, CO • 720.217.6736 • drea.drealucero@gmail.com

## **PROFESSIONAL PROFILE**

Skilled Marketing and Graphic Design professional with a degree in Graphic Design & Visual Communications; 21+ years of experience in creating ads, marketing materials and other printed media for a vast array of clients for magazine, newsprint, direct mail and online publications including layout and design. I have over 6 years of experience working within the construction and remodeling industry (A/E/C), from residential remodels to commercial prisons. I also have 2+ years of experience working alongside estimating professionals as one who assists with the design of Proposals, bid presentations, RFQ/RFP, opportunity tracking (SalesForce), copywriting/editing. 10+ years of marketing and advertising coordination. 2+ years of experience in managing a Creative Department for a weekly publication and 2 years as Art Director for a suite of digitally interactive Investor Magazines while working with CEOs, IR and global advertising clients.. 2+ Years managing a showroom alongside payroll, marketing and scheduling, 3D Interior Design Drawings using 2020 Design Live and customer experience liaison. I am seeking a long-term, career-minded position as a Marketing specialist or internal/external Communication Specialists, Website management and social medial content creator. For small to medium businesses, I thrive on holding down multiple responsibilities and adapting swiftly. I am available for on-site, hybrid and remote positions. Open for relocation. 0-25% Travel.

## **TECHNICAL SKILLS**

Adobe CS and Cloud; Indesign, Photoshop, Illustrator, Acrobat 9 (Pro and Distiller), Premier, Coral Draw 10>, PageMaker 6>, QuarkXpress, Canva, DreamWeaver (basic), FlashMX (basic) , 3D Studio Max (basic), Final Cut Pro (basic), Soundtrack (basic), HTML (basic), Account Scout, ADforce, SalesForce, Mailchimp & Constant Contact (basic), Intuit Quickbase & basic Quickbooks experience, Safari, Finder, Suitcase, Font Reserve, SaaS, CRM, CMS, Digital cameras, scanners and printers, Digital Video Camera, Recorder, Windows 95, 98, NT, 2000, Me, XP, 2007, Vista & 7, Microsoft Office Suite and 365, Entourage for Mac,, Mac OS 9 and above (Power G3-Power Mac Pro), Fetch, Cyberduck, FileZilla, Transmit, FireFoxFTP, Spark, Eye-One Match & Spyder (monitor calibration software), Professional EPSON proofing stations and machines, Colorburst RIP software, Ring Revenue and Call Source Phone response applications, GoToMeeting, Mikogo, Skype, Zoom, Google and Teams video conferencing, GoogleAds and Google Analytics (intermediate), including Property Setup, Search Console, Merchant accounts, ad words, google display ads, Social Media Management (Intermediate). Familiar with (GroundTruth) Geofence Marketing and Co-Op Reimbursement dealer programs (Spiffs). Postage permitting and direct mail marketing with lead distribution. Marketing Analysis and coordination with print production departments. Miscellaneous administrative duties within a Marketing and Advertising environment. Experience building Investor Pitch decks, infographics, logos, ads and labels/packaging for the growing Cannabis industry. Familiar with 2020 Design Live or Spaces for Kitchen and Bathroom Interior design and layout. 3+ years of experience with Procore construction management Software. 5+ years tradeshow management for conferences, expos and summits.

## **EDUCATION**

Westwood College of Technology,  
Denver, CO 2003-2004

Associate Degree in Graphic Design & Visual Communication

>Bachelor's degree equivalent experience - 3+ Bachelor Degree Coursework for Successful Management Strategies, New Marketing Techniques and Business Operations (paid for by previous employer thru Denver University)

Highschool Diploma with Honors, Raton, NM, 2003 - Final GPA: 3.92

## **PROFESSIONAL EXPERIENCE**

**CML Security, LLC, Broomfield, CO**  
**Marketing Generalist**  
**April 2023 – September 2024**

**The Marketing Generalist is a strategic thinker with a proven track record in developing and executing successful marketing campaigns. This role will oversee our marketing initiatives, drive brand awareness, and contribute to our company's growth by implementing effective strategies and internal communication efforts that align with our business goals. This position utilizes bulletins, emails, teleconferences, newsletters and live trainings to ensure effective communication.**

Marketing/Graphic Design & Visual Communications:

- Flyers, brochures, PowerPoint presentations, ads, announcements, emails, surveys, contests, newsletters, trainings, website content management, proposal graphics, Social media ad copy, graphic design and posting, O&M prints, logo/icon design, specialty prints for project walls, outdoor signage and window decor.
- Asset file management, electronic display management, folder management, file management, photography, photo/asset acquisition, video content and editing, cameras/printers/office tools,
- New hire tracking for on-boarding stats, business cards, promotions, headshots, nameplates & recognition efforts.
- Shipping & Receiving of materials, apparel, decor, office supplies, etc - Must be able to lift 50lbs at a time.

Business Development:

- Expense tracking for budget reporting and overall insight to common marketing expenditures for CML.
- Ad scheduling, app subscriptions, licensing agreements & advertising contracts
- Trade show event registration management; Sponsorship management & coordination
- Proposal support with visual aids and submission coordination for interviews/presentations
- Weekly Win/loss tracking for periodic reporting, newsletters, and required monthly updates
- Monthly Checks & Balances for keeping Procure project data current and complete
- Strict time management:.
- Requires constant communication with the executives when information is needed... with extra cushion time for busy schedules

Ops Support

- Manages internal communications with a primary effort focused on being transparent and informative to all employees across all regions via various modes of communication, including quarterly newsletters, email announcements, training, etc.
- Help build rapport amongst colleagues and departments through consistent communication as well as
- Expense tracking and syncing with accounting
- On-boarding assistance with HR
- End-of-year awards; coordination, trophies, gifts, invitations and RSVPs, venue scheduling, catering coordination, and party; Birthday/Anniversary/tenure Recognition
- Office space planning
- Field apparel tracking & distribution
- Executes periodic contests; tracking, expenses, awards
- Office supply and other purchasing support; (lunches, building maintenance & service
- Factory testing events; prepping and hospitality
- Procure tools and app support
- Intermediate to Expert level in Adobe CS, Microsoft
- Able to quickly learn new programs and procedures and adapt to organizational changes as they come.
- Able to step up and assist various other departments, sometimes simultaneously.
- Able to manage time and tasks with accuracy and in abundance.
- Must be able to lift & move 50+ lbs regularly.
- Exceptional interpersonal skills
- Strong written & verbal communication

**PROFESSIONAL EXPERIENCE continued**

**Highland Cabinetry Colorado, Aurora, CO**  
**Marketing & Sales Support Manager, Kitchen and Bath designer**  
**July 2021 – March 2023**

**The key role for the Support Manager is to provide the (wholesale) sales and marketing teams with the materials, assets, assistance, intel and decision making that helps the company as a whole obtain a more steady flow of leads, provide easy ways to follow up on leads, provide an award-winning customer experience, Analyze data, keep website and promotional materials and showrooms stocked and to be a positive face and role model for our company while developing and expanding relationships with partners and customers.**

- Set up procedures for office staff as well as an onboarding & training process for new hires when one did not exist prior. This included tours, paperwork, email address creation and other office set up procedures for phones, extensions, login credentials for both hardware and software, including and not limited to assisting IT professionals with help in fixing issues that arise periodically.
- Office Manager to assist as back up for all positions as well as supply ordering for both office and warehouse personnel and Printer supply and Service management for all departments.
- Scheduled In-person and virtual Design sessions with Contractor and their customers to design and layout a new kitchen or bathroom space with the 2020 Design Space Application and served as the ADMIN for all 5 of our licenses. Hired to Serve as backup layout designer approximately 25% - (actually served it around 75%)
- Sales packets: Include Branded Tote, samples (Need to have cut), policy printouts, catalogs, welcome pages, easy contact info - need to present ideas, costs, ask for a budget and get necessary approvals
- Plans/Executes current Showroom Offer & Previous offers executing and analysis
- FB & IG Social Media Pages - management, weekly posts, imagery (these are required to be used thru a current user and there linking and crossposting occur frequently)
- FB/IG Promo - out of state & In State - With LIMITED Marketing funds, benign creative was a must.
- Eblasts - 6-12x per year + list management, cleaning and upkeep. (from 219 contacts to 1100 contacts now. Average 45% Open rate.
- Create and manage Mailchimp Landing pages for the reps to use in personal hunting endeavors and to build Eblast list.
- Create and Maintain stock of CoOps LeaveBehinds with Bath and Granite companies' showrooms - (#1 Create for Fine Lines), etc - Keep OUR showroom stocked and kept up with promotional materials, support materials as well as OTHER showrooms we put our cabinets into.
  - > work on acquiring more showrooms and partnerships to feature our flyers and cabinets in, etc.
  - >Reliable and Refill sample doors in our showroom racks (approximately 2 hours every Thursday)
- WEBSITE - collaborate with the REDESIGN of highlandcabinetryco.com (Launched April 2022) - got on Analytics and CPC Nov 2021
- Website: Frequently collaborate with web development team with updating or creating any announcement, changes, alerts, gallery images etc
- Marketing Analytics: Frequently collaborate with Google/SEO team with updating or creating any online ad campaigns and retorting analysis including weekling web meetings.
- CPC and Advertising Campaign management - Digital & Print - GoogleAds, Dodge/BlueBook, Socials (like Meta Business Manager, TikTok, Pinterest, Houzz, Angie's List, HomeAdvisor etc)
- Designed ALL social media and google page posts as well as banner ads, print ads, etc.
- Plan and execute new Networking events and opportunities through new and existing partnerships as advised by GM. For example, a DONATION DRIVE CAMPAIGN - TOOLS for the Trades: tools for mechanics, wood workers, handymen, tile/brick layers, drywallers, contractors, plumbers etc. - Promote and host events to bring new contractors, builders etc aware of our products and commitment to the labor community that installs our products.
- Branded Flyers, business cards, table and Booth display for FEB 2022 Home Show

**PROFESSIONAL EXPERIENCE continued**

- Business Cards (regular upkeep)
- T-shirts, vests & jackets for employees to wear at home shows and on appointments outside the office. Sweatshirts or coats for warehouse employees
- New Catalog (LAUNCHED MAY 2022) and Product Flyers - updated frequently
- Weekly Lead Entry and Distribution - Phone calls, Responses to special offers or QRs (Dustin overseeing going forward) - HIRED a NEW CLIENT SPECIALIST to relieve me of these duties and enhance our customer relationships (SUCCESS). Collect data to generate Closing rate analysis.
- Responds to Reviews
- IDEA CENTER in the showroom - planning stages
- Sales stats & Analysis reporting to GM & owner - Sales reports, Performance reports (leads received vs leads closed - closing rate%), Marketing reports on google ads, calls, offers, blog spots
- Create, maintain and improve Marketing budget - periodic reporting to Owner and GM. Used for approval of new (or to omit) marketing endeavors.
- Vendor tower upkeep - Obtain IMAGE ASSETS from completed jobs from customers including and not limited to executing Photo Contests etc - CREATE A DESIGN GUIDE TO SERVE OUR CUSTOMERS!! Market as a Value-Added Service!
- Plan and execute photo/video sessions for Completed Job Photo, reels, shorts, etc - collaborate with video professionals on a regular basis.
- Assist GM with planning and executing other marketing endeavors such as radio spots, tv advertising, large-scale special event networking and partnerships, How To videos and training session, etc.
- Budget management and reporting/analysis; Analysis summaries based on the info provided in PPC, Web development and meetings with James M in AZ.
- Exclusive Vendor Referral Sheet with a few select installs we can give to Homeowner walk-ins for options... Rep specific preferably
- Generate BLOG ideas including writing and publishing one personally
- Manages communication and asset distribution for website and marketing
- Printing Assets for every department need, when needed - includes outsourcing printers for Business cards, flyers, catalogs, etc.
- Able to assist with Investment pitch decks to potential partners/investors (if applicable)

### **BEST Kitchen & Baths, Aurora, CO**

Marketing & Communications Coordinator, Controller, Office Manager

July 2019 – July 2021

- Strategize and implement the organization's marketing campaigns through Google, Bing, Facebook, Instagram and Yelp.
- Lead the Customer Experience with Showroom follow ups, design assistance using 2020 Design Spaces software, scale and read architectural drawings, on-site measure and design consultation, material selection, material purchasing, communication, scheduling etc.
- Earn sales commissions through assists and direct sales of minor projects.
- Researched and recorded costs associated with other marketing avenues such as print, radio, etc.
- Analyzed the target audience
- Report campaign results through various outlets like Google Analytics, Facebook/IG ads, etc.
- Maintained Website content and Customer Relations software (Thryv (formerly Dex/YP & Salesforce) for scheduling sales appointments, communicating with potential and current customers, email marketing, review management, social media content management.
- Other Marketing Support efforts for Tradeshow and Conventions, advertising, video shorts, wrote and assisted in producing a TV-style commercial for Comcast TV services (in collaboration with Thryv).
- Administrative and Executive Administrative office duties including payroll assistance, accounts payable and receivable support and payment processing.

### **PROFESSIONAL EXPERIENCE continued**

**Colorado Appliance Solutions, Littleton, CO**

Marketing Director

November 2018 - June 2019

- Strategize and implement the organization's marketing campaigns through Google, Bing, Facebook, Instagram and Yelp.
- Researched and recorded costs associated with other marketing avenues such as print, radio, etc.
- Analyzed the target audience
- Report campaign results through various monitoring outlets like Google Analytics, etc.
- Utilize branded assets provided by Sponsors for ad, flyer, collateral and website design
- Design website's rotating promotional images, social media images and online shop
- Managed Website inventory, pricing, site specials, financing promos, etc.
- Managed social media pages and promotional ads along with their metrics
- Managed email marketing campaigns and customer lists
- Set up giveaway and survey for The Denver Home Show we were featured at
- Worked The Denver Home Show marketing our company's products and services
- Designed PowerPoint presentation and other supporting documentation to present to would-be partners
- Managed E-Commerce website with partnership with Nationwide Marketing Group who sets up and manages all E-Commerce shops for Whirlpool and other global appliance brands.

**Investor Webcast and Magazines Inc. - United States/Remote**

Art Director, Ad designer, website and Social Media manager

April 2016 – July 2018

- Design & Layout of each title monthly and some quarterly.. CannalInvestor Magazine Privately Held, Publicly Traded, Special Edition, Canadian Edition, CannaHealthcare, CannaConsumer.  
CannaInvestor Magazine, [www.cannainvestormag.com](http://www.cannainvestormag.com) - Int'l  
CannaInvestor Magazine Canada - [www.cannainvestormag.ca](http://www.cannainvestormag.ca) - Int'l  
CannaConsumer Magazine, [www.cannaconsumermagazine.com](http://www.cannaconsumermagazine.com) - Int'l  
CannaHealthcare Magazine, [www.chcmagazine.com](http://www.chcmagazine.com) - Int'l
- Coordinates with CEO/Publisher/Sales Team the Design, content (editorial and advertising) and Marketing of our Suite of Digital, interactive Cannabis Magazines, Webcasts and e-blast services. We also offer graphic design services to professionals in the Cannabis industry.
- Worked directly to CEOs, Investor Relations and Marketing contacts for some very large Cannabis Companies (Hemp Americana) and small cannabis companies (Advanced Topical Solutions) Designing and placing Investor Pitch Deck content, advertising, Press releases, Videos, charts, graphs and infographics. Extensive knowledge about cannabis advertising regulations and sources or information for the industry worldwide.

**PROFESSIONAL EXPERIENCE continued**

**New Maturity Direct/www.go60.us, Northglenn, CO**

**Assistant to the Publisher, Account Holder**

Promoted in August 2012, Previously Graphic Designer

June 2010 – May 2017

- Performing specific administrative tasks assigned to me by the Publisher such as call source tracking, follow up calls with clients, sending out media kits and establishing valuable relationships with advertising clients.
- Provide assistance to the publisher with advertising sales and marketing for clients; marketing analysis, contractual agreements, toll-free phone number setup, response analysis, etc.
- Coordinate all sales with the Production Department and Accounting Department.

Prior to August 2012...

- Design and create Direct Mail advertising pieces targeting the Mature Market, ages 64+, 1.4M circ, 5 mailings/year
- Collaborate with clients, sales reps, agencies and in-house art department to make sure ad specifications and deadlines are being met; Work with clients to create ads that are efficient at targeting the Mature market with both copy writing and creativity
- Color correcting and altering digital files to meet printing specifications or client requests by color shifting, cloning, altering color channels, size, type and special effects on digital files
- Ensure that all post cards are pre-flighted, coded correctly and meet the printer's specifications prior to printing
- Update data on website (www.go60.us) and help maintain and update current ads and marketing materials
- Send samples and sample decks of each mailing to our current advertisers as well as some lead distribution
- Perform administrative duties such as answering phones, scanning, updating software, filing, faxing, archiving, technical support, marketing, web content management, postage and shipping, ordering office supplies, etc.

**Freelance Graphic Designer and Marketing Consultant, Thornton, CO**

Owner/Operator of ALBrandingSolutions.com, AL Branding Solutions, LLC

January, 2006 - ONGOING CONSULTATIONS

- Marketing and Social Media Set up.
- Graphic Designer - Digital and Print ad design and coordination
- Investor Pitch Decks, website content management, social media management, Logos, Labels, advertising, etc.
- Creating graphics for Social Media posts - Beginner to Intermediate Social Media Managing Skillset
- previous Graphic Designer for the DeVera Reps Company in Denver, CO - Resort wear and apparel and gifts. Designs graphics that get sublimated onto gift products sold in resort gifts shops all over the U.S.
- Various graphic design work including logos, brochures, invitations, business Cards, corporate ID packages and ads.
- Creating detailed and outlined contracts for clients
- Developing quality connections with clients, print vendors, agencies and advertising media

**PROFESSIONAL EXPERIENCE continued**

### **Active Interest Media and F+ W Media, Boulder, CO**

Graphic Ad Designer

November 2007 – May 2009

- Designed and created all types and sizes of ads for various businesses and organizations across the country as well as marketing materials for advertising and sales presentations
- Collaborated with Prepress to make sure document presets and specifications were met
- Sent clients' slides and transparencies out for color separation and ensured color was accurately displayed by comparing color on slides and transparencies to the digital file provided.
- Ensured that all ad pages were pre-flighted, numbered correctly and met the printer's specifics before submitted for plating.
- Uploaded copies of client's ads to FTP sites to use for web and interactive media use and statistics.
- Provided CMYK SWOP certified color proofs to print house and/or clients for approval.
- Color corrected and altered digital files to meet printing specifications or client requests by color shifting, cloning, altering color channels, size, type and special effects on digital files.

### **The Thrifty Nickel/American Classifieds Publication, Denver, CO**

Production Director, Office Manager

July 2005 - October 2007

- Designed and created all types and sizes of print ads for CO businesses and organizations.
- Designed ads and special announcements while following given guidelines and templates.
- Designed covers for special editions while including editorial & art elements.
- Coordinated ad placement per size, category, section and style + Press Checks and distribution.
- Performed photo scanning, color correcting and coordinating of final proofs for revision.
- Collaborated with supervisors, publishers and co-workers on the design and content of marketing material as well as the content of clients' ad designs.
- Worked with advertising clients one on one, on the design of their ads.
- Reviewed all of the publication's pages for consistency and style.
- Gained experience in managing skills, discipline and interpersonal communication skills
- Managed multiple projects and deadlines as well as a team of 5-8 people every day.
- Performed various office duties such as bookkeeping, data entry, inside sales, filing, presenting ideas that will increase proficiency, productivity, exposure and revenue.

### **New Colorado Daily Newspaper, Boulder, CO**

Production Designer

October 2004 - May 2005

- Created all types and sizes of ads for various Boulder organizations & always met project deadlines
- Designed ads and editorial layout for special/daily sections while following given guidelines • Coordinated ad placement per sales representative territory
- Photo scanning, color correcting, coordinating final proofs for revision
- Collaborated with press room on the editorial content of the paper
- Worked with advertising clients one on one, on the design of their ads
- Reviewed and revised all editorial pages for consistency and style