

# GREG LACKEY

372 West Park Street

River Falls, WI 54022

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## PROFESSIONAL SKILLS

- Motivated, goal-oriented marketing communication and graphic design specialist
- Experienced in marketing, sales, public relations, promotions and event planning
- Strong oral and written communication skills, interpersonal abilities, organizational skills, and client need assessment aptitude

## EDUCATION

### **Bachelor of Liberal Arts in Marketing Communication**

Minor in Economics

University Wisconsin-River Falls (UWRF), May 2010

2004-2008 Marketing & Economics

University of Wisconsin-Milwaukee

College Entrepreneurs Organization, AKPsi

## MARKETING EXPERIENCE

**Owner/Director of Marketing**, ShowTime Entertainment LLC, River Falls, WI 2001-Present

- Established strong brand image through marketing activities including, website design, logo development and promotional materials, resulting in a 175% increase in sales
- Produced, filmed and edited over 100 professional slide shows, video montages, and full length DVD's for various client's weddings and special events
- Analyzed industry trends and devised strategic marketing and operational plans to position ShowTime Entertainment in the desired market
- Improved closing ratios (up to 90%) by creating promotional materials with high-quality, low-cost print collateral
- Launched an internet marketing campaign directly targeting defined market increasing leads and generating \$20,000 net profit in 2008
- Attended major bridal fairs and trade shows in the Twin Cities metro area annually and engaged in competitive sales against the largest competitors

**Owner/Graphic Design & Marketing**, Lackey Designs LLC, River Falls, WI 2008-Present

- Created and produced unique custom logos, business identity products and marketing and promotional materials
- Improved various companies branding and marketability by creating custom logos and advertisements
- Demonstrated an eye for color, shape, size and layout for promotional and advertising materials

## COMPUTER SKILLS

Adobe Photoshop

Adobe InDesign

Microsoft Word

Microsoft Access

Adobe Illustrator

Adobe Dreamweaver

Microsoft Excel

Microsoft PowerPoint

## ACTIVITIES & VOLUNTEER EXPERIENCE

**Member**, Wisconsin Better Business Bureau, 2005-Present

**Member**, River Falls Chamber of Commerce, 2008-Present

**Member**, Saint Paul Jaycees, Saint Paul, MN, 2008-Present

**Volunteer**, UWRF Small Business Development Center, 2008-Present

**Volunteer**, UWRF Career Services, 2008-Present