

# CHRISTOPHER N. LUGO

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## Strategic Marketing Planning | Campaign Management & Execution | Relationship Development

Creative, enthusiastic marketer with proven record of directing and managing programs, campaigns, and demand generation activities resulting in increased brand recognition, sales and opportunity pipelines. Strong strategic marketing focus with a passion to learn, develop, and apply new skills to meet the demands and business objectives of my clients.

### Key Strengths and Competencies:

- Strategic Marketing Planning
  - Social Media Marketing
  - Customer Relationship Development
  - Direct Mail Experience
  - Field-Level Execution
  - Campaign/Project Management
  - Audience-Specific Messaging
  - Public Relations & Communication
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## PROFESSIONAL EXPERIENCE

### The Cavaliers Drum & Bugle Corps

2009 - Present

#### Public Relations and Online Community Manager - Pittsburgh, PA

Build The Cavaliers' brand in the Social Media realm while acting as Public Relations and Online Community Manager. Integrate Social Media & Public Relations into current communications strategy. Work to create a loyal, interactive community and monitor online conversations relevant to brand, industry. Use new social tools to promote and build awareness of The Cavaliers' brand, products, media, events and news.

#### Selected Achievements:

- Foster community developed best practices and interaction through Facebook, Twitter & other Social Media.
- Launched The Cavaliers' Twitter presence & currently lead industry in audience.
- Manage Facebook Fan Page, growing by 170% since May 1 through consistent, relevant engagement.
- Grown total connected audience to over 12K.
- Set Social Media/Public Relations integration standard for the Marching Arts industry/activity.

### IBM Corporation – Rational Software Division

2005 - 2008

#### Field Marketing Specialist - Chicago, IL / Pittsburgh, PA

2007-2008

Partnered with sales, while teaming across multiple IBM functions and external business partners, to effectively drive business results through lead generation. Created new customized events and communications to effectively engage each target audiences at a variety of levels, including C-Level, Line of Business management, and the Technical/Practitioner; initiated follow-up processes to bolster campaign success.

Utilized an array of marketing channels to interact with prospective clients, including webcasts, direct mail/email and social media. Leveraged existing internal resources to secure contact lists for multiple campaigns and prospecting activities.

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## PROFESSIONAL EXPERIENCE (cont.)

**Field Marketing Specialist - Chicago, IL / Pittsburgh, PA**

**2007-2008**

### **Selected Achievements:**

- Guided planning, coordination and execution of over 60 business-to-business campaigns, events and demand generation activities throughout entire U.S. Field Sales organization.
- Developed home-grown Software Development Lifecycle Webcast Series - handling all external and internal communications/marketing, while automating lead generation with 350+ unique attendees.
- Partnered to identify \$1MM of Rational Software opportunities, with over \$250k closed business.

**IBM Corporation – Rational Software Division**

**2005 – 2008**

**Services Contact Representative - Chicago, IL**

**2005 - 2007**

In support of IBM's small-medium sized business in central region, analyzed client activity, identified unique service parings, and created customized service contracts in collaboration with Field and Technical Sales, Legal, Quality Assurance, management and clients organizations.

### **Selected Achievements:**

- Developed 200+ services contracts, representing \$3.5MM in revenue.
- Lead coordination and execution of 28 marketing events for the central region, including seminars, webcasts, and proof of technology sessions.
- Extended beyond job responsibilities to initiate and facilitate local marketing events that increased awareness of Rational Software products and services offerings.
- Defined role responsibilities and services contract process, acting as first in pilot position.

**General Motors**

**2004**

**Student Marketing Coordinator Internship - Gainesville, FL**

Directed "Create.Evolve.Cobalt" campaign targeting University of Florida's student body. Developed createevolve.com domain name, monitored website enhancements, and ensured each department team executed consistent messaging and communication techniques via web and traditional media.

Formulated project plan to guide campaign launch and progress supporting activities that exceeded campaign objectives. Engaged student community through unique fundraising, public relations, and live events to create distinctive brand recognition on campus.

### **Selected Achievements:**

- Served as communications liaison to 75 student interns regarding weekly objectives and development.
- Stretched budget value by more than 40% and increased campus awareness by 37%.
- Attained over 1.5 million impressions on University of Florida's campus through extensive community outreach, events, advertising, online marketing, contests, media coverage, and fundraising.

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## EDUCATION and PROFESSIONAL DEVELOPMENT

**Bachelor of Science (BS) – Marketing** | UNIVERSITY OF FLORIDA, Gainesville, Florida

### **Professional Development:**

Global Sales School – IBM  
PodCamp – Social Media  
Right Management

### **Professional Associations:**

American Marketing Association (2004 to Present)  
Pittsburgh Advertising Federation (2008 to Present)  
eMarketing Association (2008 to Present)

### **Community Activities:**

Director Membership and Events, Cavalier Alumni Association (2009 to Present)  
Communications/Public Relations Head, Lawrenceville Dog Park Committee (2009 to Present)  
Conference Promotions, PodCamp Pittsburgh (2009 to Present)  
Events Coordinator, Cavalier Alumni Association (2006 to 2008)

### **Computer Skills:**

MS Office Suite and Publisher  
Adobe Photoshop and Acrobat  
Lotus Suite and Sametime Unyte  
Hyperion Intelligence Explorer  
Google Analytics  
WordPress