

Luci M. Carpenter

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EDUCATION

North Carolina A&T State University
B.S. Marketing, Minor Psychology

Greensboro, NC
May 2023

KEY SKILLS

- Social Media Marketing
- Digital Media Content Creation
- Microsoft Office Suite - Intermediate/Professional level
- Canva Pro
- Project Management
- Strategic Planning
- Community Outreach
- Event Management
- Google Products - Drive, Docs, Sheets, Meets, Classroom
- Proficiency in Adobe Creative Suite
- Slack and Microsoft Team

ACHIEVEMENTS

- 2020 - 2023 UNCF Panda Cares Scholar and North Carolina A&T State University Leadership Institute Representative
- 2021 - 2023 UNCF Lighted Pathways Scholar
- 2022 - 2023 Co-Director for a Top 10 Performing School for VS PINK Campus Representative Program
- 2022 - 2023 Co-Director for the first HBCU as a Top 10 Performing Schools for VS PINK Campus Representative Program
- 2021 - 2022 Chancellor's List, North Carolina A & T University
- 2023, Cum Laude, North Carolina A & T University

EXPERIENCE

Six Flags Entertainment Corporation

San Antonio, TX

Marketing and Corporate Alliance Coordinator

March 2024 – Present

- Maintain and strengthen relationships with existing corporate partners, ensuring mutual benefits and collaboration by drafting, reviewing, and managing partnership agreements and contracts.
- Coordinate joint marketing initiatives with corporate partners, ensuring alignment and effective collaboration.
- Manage activations and samplings for over 10,000 people
- Organize and coordinate events and activations with corporate partners, ensuring successful execution and maximum visibility.
- Content capture/editing for social media and digital channels

Westfield Capital Management

Boston, MA

Intern, Marketing & Client Services

June 2023 – August 2023

- Collaborated with the primary marketing team to design multimedia presentations to demonstrate the firm's investment capabilities to over 15 new and existing clients and improve consumer relationship management systems
- Acquired an in-depth understanding of the functions of an Investment Management firm and refined the communication across 4 departments to successfully execute two annual intern goal-based projects and post-sale communications.
- Led the initiative to develop a comprehensive business plan for a Food Service Truck which included a 10% increase in projected revenue.
- Worked with marketing, finance, and consumer relations professionals to develop a recession-proof stock pitch within the consumer discretionary sector, effectively demonstrating public speaking and PowerPoint presentation skills.

Victoria's Secret PINK

Campus Team Co-Director

Greensboro, NC

July 2021 – June 2023

- Enhanced campus awareness of the VS Pink program through the organization and promotion of over 10 on-campus events and partnerships, effectively managing invoices for in-person events and vendors
- Successfully collaborated with on-campus organizations such as NCAT Fashion Club, Residence Hall Association, and Deep South Aggies to serve as a campus vendor for on-campus student events.
- Successfully collaborated with I Support the Girls, Inc. to host a hygiene drive and packing party, collecting 100+ hygiene and personal items for donations and also recognized for event originality and outreach level by the VS PINK Campus and Events teams.
- Conceptualized and created multimedia presentations for TikTok, Instagram, and Twitter to actively promote the PINK Campus Representative program. Achieved outstanding results, including a remarkable 900% increase in platform reach and a notable 250% boost in follower engagement.
- Leveraged marketing skills to disseminate promotional materials across 3 social media platforms to gauge audience perception of Victoria's Secret PINK products.
- Demonstrated strong outreach skills by offering valuable market research feedback twice a month to the VSPINK Creative team through on-campus focus groups and monthly campus representative meetings.
- Recognized as a Top 10 performing school for the Spring 2023 semester out of 150+ schools.

Sodexo. Inc

Intern, Aggie Dining Marketing

Greensboro, NC

September 2020 – May 2023

- Developed and executed the public relations campaign integrated with clients' marketing strategies for the landmark food delivery robots, leading to being recognized as the first HBCU with food delivery robots on multiple new channels
- Guided team efforts to expand marketing channels and orchestrate monthly events for 500+ students, enhancing brand value.
- Actively engaged in biweekly on-campus events and meetings, while guiding the marketing team in expanding channels and revitalizing event planning strategies.
- Planned and coordinated major events such as restaurant openings, media features/appearance, managed volunteers, dining video and photo shoots
- Increased attendance to the 1891 Bistro by 27% in 2021 - 2023.
- Utilized quantitative data to inform campaign optimization and meet specific requests of audience

Office of New Student Programs

Head of Media, Aggie Success Leader

Greensboro, NC

April 2021 – May 2023

- Established goals for customer retention, brand awareness, and web/social traffic, increasing followers on all accounts by 15,000 over 10 months.
- Curated and segmented content, boosting Instagram engagement by 190%.
- Led a team of 15 student interns to create original content and moderate ASL Program community members.
- Developed a new TikTok profile, implementing innovative marketing strategies and achieving a 300% increase in followers as the Head of Media.
- Consistently planned and reviewed monthly newsletter to update website and monitor website content to stay consistent with brand image and messaging
- Implemented system to effectively and safely maintain image and video archives for future use

Leadership and Community Engagement

- Bumble Trading Inc.- Community Outreach Manager
 - September 2020 - May 2022
- United Negro College Fund Scholar
 - July 2020-August 2023
- Greater Minds College Readiness Youth Mentor, Boston, MA
 - June 2023-August 2023
- Girls on the Run
 - Spring 2024 Volunteer Coach
- Zeta Phi Beta Sorority Incorporated - Alpha Pi Zeta Chapter
 - Active Member

