

chantel lucas

experience

Director, Brand & Culture Marketing, Skillshare

January 2022-present

Set the vision for the brand marketing roadmap across paid and organic channels and conceive and execute integrated marketing campaigns.

- Lead cross-functional collaboration between internal and external stakeholders, ensuring goal alignment and data-backed decision-making
- Author creative briefs for video, motion, photo and social UGC, conduct competitive analyses and translate market trends into editorial strategy
- Oversee brand production, including art direction on video and photo shoots for tentpole initiatives and feedback on a range of creative assets
- Manage team of strategists, producers and social media associates

Senior Creative Strategist & Senior Creative Producer, Skillshare

June 2019-January 2022

First hire on creative studio team tasked with implementing a brand redesign through digital storytelling and establishing a brand voice in video.

- Produced and directed docu-style editorial video, social video, live video and photography for brand campaigns
- Drove social channel strategies that resulted in 3x organic growth in 12mo
- Developed organic YouTube channel strategy and streamlined production, 2020/2021 comparison: 228% increase in video views, 110% increase in engagements, 70% increase in subscribers gained from YouTube videos
- Secured executive buy-in, then, led cross-functional ideation and collaboration for cultural programming (e.g. Black History Month, Pride)

Branded Senior Producer, The Muse

February 2017-June 2019

Brought on by VP of Branded Content to create, pitch and manage new branded video offering for existing and target Fortune 500 clients.

- End-to-end ownership of video production and creative (e.g. treatment and storyboard creation, crew management, budgeting, edit supervision)
- Interfaced with clients daily as video expert in pre and post-sale and translated data-backed Muse publication trends to client goals
- Built scalable production workflows, freelance systems and creative best practices during period of explosive growth in branded video production

Manager, Creative Network & Associate, Creative Network, Contently

February 2015 -February 2017

- Daily project management of branded video and photo projects for clients such as Facebook, AMEX, Uber and jetBlue
- Created scalable campaigns, events and marketing collateral to recruit and retain freelance creatives on Contently platform

Freelance Director of Photography & Video Editor

2012-2015

chanrlucas@gmail.com
www.chantellucas.com

education

University of Sussex

M.A. Media Practice for Int'l.
Development & Social Change
Rotary International Ambassadorial
Scholar
2013-2015

Columbia Honors College

B.A. Communication Studies
English & Dance minors
2008-2012

Hiroshima Jogakuin University

Global Studies, Peace & Leadership
Certification
2012

National Geographic

Production Intern
2011

highlights

Adobe Creative Suite

Brand messaging

Camera operation (Canon C300, Canon
5D MK III, Canon 6D, Nikon D800, Sony
a7s, Sony FS100, Sony PMW-200)

CMS (Wordpress)

Content strategy & development

Creative direction

Cross-functional project management

Data analysis & reporting (Ahrefs,
Google Analytics, Sprout, Tubular Labs,
BrightEdge, YouTube Studio)

Photo editing (Photoshop, Lightroom)
Photography

Presentation design (Keynote)

Project management systems (Asana,
Airtable)

SEO research/programming

Video directing & post-supervision

Video editing (Premiere Pro & After
Effects)