

Lucas Tyler Verdeur

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EDUCATION

B.S. Business Administration; Minor in Marketing

May 2021

High Point University

High Point, NC

High Point University Presidential Scholar

M.A. Communication & Business Leadership

May 2022

High Point University

High Point, NC

EXPERIENCE

Admissions Ambassador Counselor

May 2021-Present

High Point University

High Point, NC

- Provided masterclass tours of the university to prospective students and families
- Supervised over 100 University Ambassadors
- Counselor to hundreds of students to make their enrollment a smooth transition

Social Media Intern

April 2019-August 2019

Progressive Business Media

Greensboro, NC

- Controlled all platforms of social media for the company's publications
- Created business-to-business content for clients and companies within the industry
- Performed multiple research projects
- Acquired skills on Sprout Social, Agora Pulse, Canva, and Lumen 5

Supervisor and Social Media Director

October 2016-August 2018

Habitat For Humanity Restore

Maple Shade, NJ

- Managed and posted for our Facebook Page, Responded to customer comments and questions
- Social media presence increased over 100% in all categories
- Developed managerial skills and supervisory strengths
- Managed pricing, donations and customer service

Sales Associate

July 2015-June 2016

Habitat For Humanity Restore

Maple Shade, NJ

- Developed excellent customer service skills and reinforced the importance of a strong work ethic
- Formed a strong rapport with many customers and co-workers alike

SKILLS

- Outstanding in putting together, and executing presentations
- Excellent with social media programs such as Sprout Social, and Agora Pulse
- Creative using content creation platforms such as Canva, and Lumen 5
- Expertise in using Facebook and Instagram for sales promotion
- Working knowledge in French and Italian