

Lucas Hasselfeld

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EDUCATION

San Francisco State University, San Francisco, CA

BA in Business Administration: Marketing, 2012-Present

Graduated May 2016

GPA: 3.8

Relevant Courses: Advertising Theory and Practice, Marketing Research, Consumer Behavior, Personal Selling, Brand Management, Strategic Marketing, Information Systems for Management, Operations Management

HAN University of Applied Sciences, Arnhem Business School, Arnhem, the Netherlands

Exchange Program: International Business and Management Studies, 2015

GPA: 4.0

Relevant Courses: International Marketing, Business to Business Marketing, E-Commerce and E-Marketing, Finance

PROFESSIONAL EXPERIENCE

Latitude 38 Group, San Francisco, CA

Marketing Manager, Brand Manager, February 2016 - Present

- Designed and created marketing packages, brochures, flyers, business cards, logos, etc.
- Created advertisements for and ran social media accounts, including Facebook, Twitter, Airbnb, etc.
- Assisted in the process of re-branding the Latitude brand.
- Researched and analyzed competitor pricing to achieve optimal pricing for our product.
- Created and administered surveys for the purpose of determining brand identifiers.

FC Royale, San Francisco, CA

Director of Boys Program, Head Coach, Personal Trainer, January 2015 – Present

- Provided training direction, encouragement, motivation, and prepared athletes for competitive games.
- Organized tournaments, practices, and team activities.
- Adjusted coaching techniques, based on the strengths and weaknesses of athletes.
- Communicated with parents and other coaches to ensure a productive, happy, and fun environment.

Uber, San Francisco, CA

Brand Ambassador, September 2014 – January 2015

- Recruited potential drivers to become Uber partners.
- Represented the Uber brand at marketing events.
- Worked in a very fast paced environment, required to act on my feet.
- Pitched an opportunity in a small time window.

PERSONAL SKILLS

Excellent communicator, researcher, motivator, team leader, fast learner, and hard worker. Very resilient, self-motivated, with an urge to learn and improve. Known for an outgoing attitude, creative mind and an entrepreneur demeanor. Proficient in all aspects of Microsoft Office including Excel, PowerPoint, and Access. Experience with Adobe Photoshop and Adobe InDesign. Beginning level and improving fluency of Spanish and Portuguese.