



## **Lukas Volk**

619-564-1952

San Diego, CA

lukas@nhxdesigns.com

### **SUMMARY**

Events, operations, and marketing professional with over 15 years of experience working with nonprofit, for-profit, nightlife/bar and restaurant groups, and political organizations. I have an eye for detail and a passion for building stimulating full-scale marketing campaigns to drive traffic to venues based on data-backed research. I have consistently raised the organizations I work with gross income by 30% YTD.

My knowledge of Adobe Suites and Google products, including Ads, Ad Grants, Business, and Analytics, help craft solutions for a variety of advertising, event, and marketing challenges to increase sales.

### **EXPERTISE**

Venue Operations, Lead Generation & Sales, Adobe Suites, Google Ads, Google Ad Grants, Google My Business, Google Analytics, B2B Affiliate Programs, MailChimp, SMS, Content Marketing, SEO, WordPress, Flash and Studio Photography

### **EDUCATION**

2002-2006 B.F.A. Graphic Design Florida Atlantic University

### **EXPERIENCE**

#### **NHxDesigns • San Diego**

##### **Principal – Marketing and Design, October 2019 to present**

Marketing, Events and Design Principal for leading San Diego restaurant groups, salons, non-profits, and cannabis legal advisement groups. Acting as the creative lead partnering with freelance copywriters on projects that span print, web, paid digital, and video while meeting clients' budgets.

#### **Aspen Gay Ski Week / AspenOUT**

##### **Marketing and Events Director, January 2015 to Present**

Promoted from a Design Consultant to Marketing Director and Events Manager to oversee the 46-year-old non-profit organization's digital and in-person marketing campaigns, along with in-person event management and online broadcasts during the non-profit's largest fundraiser every January. Successfully awarded and manage a Google Ad Grant of \$10k monthly in digital advertising.

#### **House of AN • Crustacean • Beverly Hills**

##### **Operations And Marketing Manager, September 2021 to February 2022**

As the right hand to Elizabeth An, I helped organize and arrange multiple high-end events including the An Family's multi-hundred thousand dollar wedding located at the Beverly Hill Hearst Mansion. We were able to establish the lead for exclusive private parties for Netflix, while still creating a safe environment during transitional Covid-19 periods.

#### **MO's Universe Family of Restaurants • San Diego**

##### **Events and Marketing Director, February 2015 to September 2019**

Effectively increased the company's net profits by 15% year over year by implementing website overhauls, online ticketing platforms, Google Ad campaigns, local print campaigns, loyalty programs, SMS, and robust email marketing programs. I was instrumental in moving the company to online project management utilizing G Suite integration. Created and managed several recurring weekly events utilizing relationships with community partners, liquor sponsors, and charitable organizations to maximize attendance each week. Managed online sales inquiries for private buyouts and special private occasions.

#### **Tiffany Boyd-Hodgson For Vallecitos Water Board**

##### **Communications Director, July 2020 to November 2020**

As the CD I managed and created influential paid digital advertising campaigns from A-Z using ad-buying interfaces, optimizing, and making adjustments as needed to ensure maximizing our campaign dollars to get Tiffany elected. We successfully defeated the 20+ year incumbent with 1/3 of the competition's budget. We maximized exposure by utilizing best SEO practices that connected to in-person social-distant events during the height of COVID-19.

Mankind SD • San Diego  
Marketing and Project Manager, September 2011 to April 2013

Mankind SD • San Diego  
Senior Graphic Artist, September 2007 to April 2011

Zimmerman Advertising • Ft. Lauderdale  
Studio Artist, May 2007

Village Voice / New Times • Ft. Lauderdale  
Production and Marketing Artist, May 2004 to August 2007

### **LEADERSHIP**

San Diego Art Institute  
Board Member, August 2019 to August 2020

As a board member of the San Diego Art Institute in Balboa Park, San Diego I assisted in marketing and social media advisement and bolstered fundraising to sustain the institute's annual \$500k budget.

### **VOLUNTEER EXPERIENCE**

TransFamily Support Services  
SEO/SEM and Web Development, February 2020 to Present

As a volunteer for TFSS I have brought the non-profit's online domains onto an updated and more secure WordPress theme with additional implementation of SEO and SEM best practice. I was able to assist and instruct their paid staff on how to successfully update, schedule blog posts, and add additional online assets to help them rank higher on SERPs.