

LUC LAGASSE

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Indiana University, Kelley School of Business

Bachelor of Science in Business, May 2017 GPA: 3.36 / 4.00

Majors: Marketing // Entrepreneurship and Corporate Innovation

Minors: French

Honors

Kelley School of Business Direct Admit

IU Prestige Scholarship

Case Competitions

Recess Case Competition (Apr 2014)

- Placed among top five teams in the university for entrepreneurial business idea and pitch

CLAPP Case Competition (Mar 2014)

- Advanced to top 15 in the university for startup business and thorough business pitch

Why do I do it:

Digital

Mabbly Digital Marketing Agency

Chicago, IL

Digital Marketing Intern (Jun 2016 - Aug 2016)

- Worked with eight different clients in teams of three interns, producing deliverables in creative, branding, advertising and marketing solutions each week to C-suite executives
- Won two clients for the agency, including two rebrands, a creative brief, and Media Hub proposal

Salesforce Marketing Cloud

Indianapolis, IN

Enterprise Business Development Intern (May 2015 - Aug 2015)

- Generated 900+ new prospective contacts for the Enterprise West and Central Territories
- Accumulated \$155,000 to the sales pipeline over the course of three months
- Coordinated a philanthropic event of 40 sales employees to partner with NEAR, a housing development organization

Culinary

FED (Food Education at IU)

Bloomington, IN

Founder, President (Jun 2016 - Present)

- Creating a student run organization that is focused on educating students about the impact of food in their lives
- Partnering with chefs, farmers, and nutritionists in Bloomington to attend round table dinners and personally educate students

Finch's Brasserie

Bloomington, IN

Pantry Cook (Sept 2015 - Jun 2016)

- Worked 25+ hours while maintaining an 18-hour course load
- Prepped and executed all salads, appetizers, and desserts for the restaurant with tickets of ~100 per night
- Cultivated basic French and American culinary skills to execute tickets effectively

People

Kelley Undergraduate Career Services Office

Bloomington, IN

Help Desk Student Assistant (Aug 2014 - Present)

- Facilitated relationships between students, faculty, and recruiters to deliver an efficient recruiting process
- Organized interview materials for recruiters in advance of on-campus interviews to ensure seamless recruitment
- Counseled 20+ job-seeking undergraduates each hour through the Kelley School of Business' recruiting system

Alpha Kappa Psi, Professional Business Fraternity

Bloomington, IN

Active Member (Sept 2013 - Present)

Vice President of Communications (Jan 2014 - Jan 2015)

- Managed a team of 20, focusing on the fraternity's marketing, brand development, technology, and apparel
- Directed two separate marketing campaigns for Information Nights, with turnouts of 200+ people and multi-platform user engagement

Health

Life Fitness (Subsidiary of Brunswick)

Rosemont, IL

Creative Services Digital Marketing Intern (Jun 2014 - Aug 2014)

- Integrated with Pepper CMS Systems to aid in the Digital Marketing department's e-commerce and website layout redesign
- Designed with the Creative Services department to create three web banners, resulting in 116 Facebook likes
- Expanded Life Fitness' vertical markets by working with four different companies in the US and South America