

Joel Lukacher

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Social Media & Email Marketing Manager

Facebook Marketing / Email Marketing / Sales & Customer Service Leadership / Digital Design, Pre-Press, Press, & Publishing Systems / Print Shop Management

EXPERIENCE:

LikeCatcher Social Media Marketing

1/2011 to Present

Owner

Offers a focused service for small businesses, creatively using Facebook, Twitter, LinkedIn, YouTube, and other social media platforms, to create engaging social experiences that drive potential customers to like, trust, and buy their products and/or services. The emphasis is on “Local Social” marketing. I integrate custom graphics, videos, email lead forms, and analytics into a powerful Facebook business pages and ad campaigns for clients on a CPC or CPM basis. Marketing tools include “real-time Mobile Instant Messaging,” eMail list segmentation management, WordPress blog creation and integration, web page design and development.

FamilyLabels.com (Live In Love, Inc.)

9/2009 to 1/2011

Technical Director

Internet custom stationery printer of unique products. Instituted mid-range opt-in email marketing program of over 600,000 messages annually. Managed and maintained email segmented subscriber lists for greatest ROI. Created and managed an aggressive Facebook marketing program using “Ads,” “Likes,” Meta Tags, and “Social Plug-ins,” to drive conversions to our family of websites. Increased Facebook Fans by over 500% in 3 months. Consolidated servers to single most efficient server. I upgraded and managed all Apple Macintosh and Windows workstations and servers for greatest productivity. Configured and installed Windows server for Pitney-Bowes SendSuite shipping system. Facilitated upgrade to fiber optic Metro-E circuit for facility. Relocated web server from New York to local server farm. Created Automated production processes with Scripts and macros that increased efficiency by up to 75% for workstations and servers. Tested and assisted debugging, and development of new web sites. New product development of “Dye Sublimation” custom items for to be marketed in 2011. Here I discover my passion for marketing to the “Social Graph” and its’ potential to drive sales.

BestBlanks.com

2009 to 9/2009

Sales Associate / Technical Support

Inside sales position of a privately held wholesale distributor of hardware and supplies for cut vinyl, printed transfers, and dye sublimation products for the apparel decorating and sign supply industries. Incoming and outgoing calls effort in: Prospecting and marketing, creative sales techniques, and ongoing technical support. Concisely increased sales month over month. Creative marketing with original artwork transfers. Trade show marketing efforts include MBN Tampa 2009 and SGIA New Orleans 2009. Resigned to join Family Labels because of my great respect and friendship with its’ owner.

Canon Business Solutions Inc.

2007 to 2009

Senior Sales Executive — “Print-for-Pay” (Commercial Printing) Representative

Responsible for market development and sales of Canon's hardware and software technology-based solutions to companies specifically to commercial printing enterprises. This includes prospecting for new business opportunities and upgrading existing customers. Implement creative sales strategies, performing extensive customer needs analyses and site surveys, meeting with decision makers, understand corporate goals, identifying challenges within the account's production workflow, and continuous customer appointments. I prepared detailed proposals, presentations, and technical solution demonstrations. I also provided support in color management to other sales team members accounts. Largest single sale was over \$300,000.

U.S. Imaging Solutions

2007

Print Specialist

Challenging contractor experiment within the Xerox managed digital printing facility at JM Family Enterprises in Deerfield, Florida. I was responsible to solve the color issues that Xerox could not. Color management problems were identified and qualified with standard practices. The production problems were identified and solutions to address to resolve these problems were implemented. Lead on the “Forms” print-on-demand online project. Incorrect pricing and quoting in Xerox’s Free Flow (aka: Press-sense iWay) system was found and addressed. This temporary position was expected to extend three months, and was concluded during the fourth month on August 8, 2007. As a result of my efforts, the Xerox facility management account was terminated early and contracted to my employer. This installation included a Canon C7000VP digital press solution and auxiliary equipment.

Business Cards Tomorrow - Corporate Office

2006 to 2007

Support/Training Specialist, Project Manager

BCT is the world’s largest franchise of independent business stationary printers. Worked in the Orderprinting.com department. Provided support for online ordering/production system to plants. Worked closely with IT director and Russian overseas programmers to constantly add new features and bug fixes to system. Last project was design and development of <http://info.orderprinting.com/> web site to market and support BCT plants and customers.

Independent Computer & Print Production Consultant

2004 to 2007

Expert in applied printing and video industry technology. Professional consulting service and support for Apple Macintosh and Microsoft Windows technology. A long list of loyal customers, over the past 17 years from “The Mac Store” and referrals, continue a demand for my technical expertise.

Digital Direction, Inc. (DBA: “The Mac Store”), Cooper City, Florida

1993 to 2004

CEO and President

Achieved annual sales volume in excess of \$2 million. Sales growth is consistently above industry peers. Created a service-oriented Apple Computer based Technology Company. My business is a consulting resource to the printing and publishing industries, with business-to-business sales and service, and an Apple Macintosh computer concept storefront consumer operation. Responsible for all aspects of corporate operation, including: Sales and service, finance, employee, vendor and customer relations. Employed up to 18 full-time employees. Named “The 11th Fastest Growing High-Tech Company in South Florida, for 2001” by The South Florida Business Journal.

EDUCATION:

Bachelor of Science in Printing Management & Technology

1978 to 1982

Rochester Institute of Technology