

# LUCAS KIRK

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## EDUCATION

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**The University Of Texas At Austin** May 2025

Master Of Science, Marketing

- Accelerated, STEM-eligible program specialized in applied marketing analytics to craft industry-changing strategies

**The University Of Texas At Austin, Austin, Texas** December 2024

Bachelor Of Science, Major in Applied Movement Science, Minor in Business | GPA: 3.7 / 4.0

## EXPERIENCE

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**Rio Management Group – Client Relations Manager; Austin, Texas** January 2023 - November 2024

- Managed the accounts of over 20 organizations, ensuring client satisfaction and retention
- Organized deals from drafting contracts to negotiating terms and securing over \$250,000 in payments

**Caddy Splash – Sales and Marketing Associate, Austin; Texas** May 2023 - July 2023

- Partnered with the CEO to analyze market segmentation and refine the brand's value proposition for growth
- Developed and executed a high-impact sales cycle that boosted deal closing rate by 400%

## CONSULTING PROJECTS

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**7-Eleven – Analytics Consultant; Austin, Texas** November 2024 - Present

- Designed and implemented analytical models using SQL and R Studio to detect fraudulent activity within the 7Rewards and Speedy Rewards ecosystems, uncovering behavioral trends in user transactions
- Designed data-driven processes and reporting templates to identify fraud patterns, optimize detection frequency, and recommend preventative measures that balance security with customer experience

## COMPETITIONS

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**National Collegiate Sports Analytics Championship – Individual Finalist; Nashville, Tennessee** February 2025

- Developed multiple regression models to analyze strategies for increasing engagement in the Professional Women's Hockey League (PWHL), utilizing R and Excel for data analysis and visualization
- Delivered data-backed recommendations on optimizing social media strategies and enhancing fan interactions, showcasing the ability to translate complex analytics into actionable marketing insights

## LEADERSHIP EXPERIENCE AND ACTIVITIES

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**Longhorn Marketing Consulting Group – President; Austin, TX** September 2024 - Present

- Founded a student organization to give students real-world marketing strategy consulting experience
- Conducted K-Means cluster analysis on CPC and CTR to analyze ad performance for a startup

**McCombs School of Business – MS Programs Ambassador; Austin, TX** August 2024 - May 2025

- Represented the cohort by engaging with prospective students via panels, open houses, and virtual events
- Collaborated with admissions to coordinate and improve ambassador program operations

## ADDITIONAL INFORMATION

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**Technical Skills:** SQL, R Studio, Tableau, Python, Microsoft Excel, and Google Workspaces

**Interests:** Golf, Virtual Reality, Fitness, and Football

**Work Eligibility:** Eligible to work in the United States with no restrictions