

Quentin Lucas

617-785-0157
NQLucas@gmail.com
www.jmcontentLLC.com

With 15+ years in content marketing, brand storytelling, and digital engagement, I have successfully driven audience growth, enhanced brand visibility, and executed strategic campaigns that deliver measurable results:

- Increased YouTube engagement by 1M+ views, website traffic by 300%, and boosted social media growth by 33% in followers and 57% in post engagement.
- Led and collaborated on marketing and branding projects, enhancing brand positioning, campaign execution, and multi-channel storytelling.
- Expanded creative expertise by working closely with designers, leveraging visual storytelling, UX writing, and content design for more compelling brand narratives.

I thrive at the intersection of strategy and creativity, transforming data-driven insights into engaging, high-impact content. My expertise spans SEO-optimized content, email marketing, brand messaging, and cross-functional collaboration to drive business objectives.



Writing

Teaching

Teamwork

Creativity

Rocket Software
Boston, MA
January 2022 - Present
Modernization Software (SaaS)



Full-time Copywriter: I support and collaborate with stakeholders as high up as the VP of Branding and CMO, and across numerous departments as a fulcrum of Rocket Software's written content creation — contributing to our team surpassing our pipeline and conversion rate goals

Managed the growth of companywide communication tools, strategies, and support; daily copywriting efforts, including eBooks, marketing scripts, infographics, and social media copy; research, interviews, and storytelling strategies for myriad assets

Built cross-training tools for contributing writers, content strategy for a host of varied software services and products; companywide tonal guide and content style guide; communication and marketing materials, including insights on identifying audiences, developing A.I. strategy, and diverse storytelling frameworks that have grown organic page views and contributed to social media posts, YouTube views, and a 12% rise in executive LinkedIn followers

Partnered with clients to understand motivations, goals, and budget considerations; internal stakeholders, including creative teams, project managers, designers, copywriters, and executives; internal and external teams to rebrand all assets; various teams to drive brand awareness campaign content and visuals from creative and analytical perspectives; various teams in planning brand experiences including trade shows, entertainment, and gift bags

Hobbies

Karate

Biking

Storytelling

Photography

Professional Certifications

Pr

Premiere Pro

Ps

Photoshop

Id

InDesign

Ai

Illustrator

Quentin Lucas

I believe that great storytellers never stop learning — and the best way to master a subject is to teach it. Throughout my career, I've strengthened my expertise in brand storytelling, content strategy, and audience engagement by sharing insights with others: Mentoring team members. Leading workshops. Speaking to students and professionals.

My commitment to knowledge-sharing and strategic thinking aligns with my ambition to step into content leadership roles, where I can develop high-impact narratives, elevate brand positioning, and foster collaboration across teams. By continuously refining my craft and empowering others to do the same, I aim to contribute to an organization's storytelling success at both a creative and strategic level.



Boston Scientific

Boston, MA

November 2021 - October 2023



Biotechnology and Biomedical engineering

Freelance Copywriter

Built new chapters of a companywide content style guide

Managed the alignment of business goals with content creation; new approaches to content strategy; keeping creative work on brand and on strategy for client needs

Partnered with internal creative teams, project managers, and high-level stakeholders

GrubStreet

Boston, MA

February 2019 - Present



Part-time Writing Teacher

Creative Writing Center

Managed classroom dynamics; community events for GrubStreet students, partners, and prospective funders

Built several writing courses per semester for adult students looking to advance a broad array of writing and storytelling skills; marketing plan, including email blasts, social media marketing, and relationship building

Partnered with local organizations to secure space and materials for classes

Select Additional Experience:



Liberty
Mutual.

Insurance



Academia

43,000 FEET

Marketing

Additional Certifications (Microsoft):



Generative AI for
Marketing



AI for Organizational
Leaders



AI for Managers



Human Skills in the Age
of AI

Contact Information



<https://www.linkedin.com/in/quentinlucas/>



NQLucas@gmail.com



www.jmcontentLLC.com

Education

MFA Creative Writing (2021) —
Emerson College

Business Mgt. (1998) —
Seton Hall University

English — *Fluent*

French — *Conversational*