

Quentin *Lucas*

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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.



Rocket Software
Boston, MA



January 2022 - January 2026

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



Premiere Pro



Photoshop



InDesign



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.



GE Vernova
Cambridge, MA
May 2025 - Present



Global Energy Technology

Technical Writer (Contractor role)

Built a broad portfolio of marketing and technical content, including video scripts, nurture emails, blogs, webpages, and varied advertisements

Managed multiple projects simultaneously, aligning deliverables with organizational standards while working across competing priorities

Partnered with remote stakeholders around the world, keeping them informed and engaged throughout each project's lifecycle

Select Additional Experience:



Insurance



Academia



Writing

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

Additional Certifications (Microsoft):



Generative AI for Marketing

AI for Organizational Leaders

AI for Managers

Human Skills in the Age of AI

Contact Information



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Education

MFA Creative Writing (2021) — Emerson College

Business Mgt. (1998) — Seton Hall University

English — Fluent

French — Conversational