AMY LACY

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Accomplished marketing and design professional recognized for building relationships and sustainable systems in complex creative environments while achieving artistic and financial growth through positive strategic change.

PROFESSIONAL EXPERIENCE

Web Marketing Manager

Rivet Web Marketing (Richardson, TX) | 2024 – Present Plan multi-channel marketing strategies and manage budgets across 60 client accounts across Google Ads, LinkedIn PPC, email, and technical search (GTM, GA4, GSC, schema markup). Direct full-spectrum creative and editorial execution—authoring long-form articles, press releases, and copy while designing campaign graphics, sales proposals, and custom reporting dashboards.

- **Revenue Growth:** Developed and deployed the Client Engagement Tactics (CET) program, generating **$75,000+ in new client revenue** in year one alongside sustained retainer growth.
- **Pioneering Generative Strategy:** Directed agency-wide transition to GEO/AEO, modernizing technical SEO and building custom dashboards for 60 clients to report zero-click and AI search metrics.
- **AI Search Defense & Schema:** Sourced and deployed Rank Math across client properties, engineering schema markup that secured **top-three AI search placements** and boosted page traffic **10% to 50%+**.
- **Corporate Event Production:** Marketed, designed, and executed a national conference—managing venue logistics, vendor relations, and board presentations. Led full marketing and branding, driving a **10% participation increase** while coming in **25% under budget**.
- **Multi-Channel Content Framework:** Engineered a syndication model distributing site articles across email, LinkedIn, and Google Business Profiles via a dynamic homepage card directory (**+15% CTR**).
- **Audience Engagement:** Built lifecycle email campaigns that achieved a **12% increase in open rates** over six months and a **42% surge in overall list engagement** within eight months.
- **Data Storytelling & Cost Savings:** Migrated client reporting from Semrsh to AgencyAnalytics, onboarding the team and creating interactive templates that expanded insights while **cutting platform costs by 45%**.
- **Local Search Optimization:** Streamlined directory operations by migrating the client portfolio to Synup, boosting aggregate local search visibility and engagement by **over 20%**.

Assistant Marketing Director

Dallas Pets Alive! (Dallas, TX) | 2023 – 2024 Evaluated organizational needs alongside the Marketing Director to spearhead innovative communication and marketing strategies, methodologies, and growth goals. Served as Senior Graphic Designer, safeguarding brand integrity while managing and mentoring a team of junior designers.

Director of Publications

Dallas Theater Center (Dallas, TX) | 2000 – 2021 Led digital media managers, web development, and content creation as in-house creative lead and sole graphic artist, directing visual branding, web architecture, and multi-channel subscription campaigns across a 22-year tenure.

- **Subscription Campaign Orchestration:** Spearheaded multi-channel marketing, pricing structures, and database segmentation across subscriber/donor portfolios—managing 12 to 24 audience segments per season. Designed 100% of seasonal visual branding, directed full-scale media buys, and launched community acquisition initiatives.

- **Departmental Leadership:** Founded the corporate Publications Department and scaled operations to Director-level status, steering organizational growth strategy alongside C-suite directors.

- **Digital Transformation:** Led five website redesigns and three hosting migrations, achieving an **80% reduction in annual hosting costs** and driving traffic past **100K unique visitors**.

- **Google Grant Acquisition:** Secured and managed DTC's first Google Ad Grant, acquiring $10,000/month($ **120,000/year) in recurring ad funding** and maintaining compliant campaigns for six consecutive years.

- **Sustainability & Savings:** Designed a pioneering hybrid print/digital program model—a first among LORT theaters—**saving $35,000 annually** and cutting carbon footprint by 90%.

- **50th Anniversary Production:** Produced the year-long celebration, curating an exclusive costume exhibition at Neiman Marcus, directing a tribute video series, and publishing *Staged Right*, DTC's first coffee table book.

- **Educational Sector Growth:** Spearheaded targeted marketing for the Education department, **surpassing revenue targets by 20%** and tripling youth program enrollment.

Graphic Artist

Virginia Stage Company (Norfolk, VA) | 2007 – 2010 Conceptualized and executed the design and production of all core brand collateral, working in close alignment with Managing, Development, Education, and Marketing Directors.

Marketing & Design Professional

Freelance & Consultancy (Dallas, TX & New York, NY) | 1995 – Present Conceptualized and produced brand collateral, marketing plans, and promotional events for select clients including Atlantic Theater Company (NYC), The Texas Voices, Meadows Museum, Dallas Museum of Art, VisitDallas, and Second Thought Theatre.

TECHNICAL SKILLS & TOOLSET

- **Data, Discovery & Analytics:** SEO, GEO & AEO (RankMath, Semrsh, Ahrefs, Moz, Screaming Frog), GA4, GTM, GSC, AgencyAnalytics.

- **Creative & AI:** Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat, Express, XD), Canva, ChatGPT, Gemini, NotebookLM, Perplexity, Claude.

- **Web & Operations:** WordPress (Divi, Elementor, Gravity Forms), GoDaddy, Google Workspace, Microsoft Office, Smartsheet, Basecamp, Trello, Slack.

- **Distribution & Enterprise:** Paid Search/Social (Google Ads, LinkedIn PPC), Local SEO (Synup, BrightLocal, Yext, GBP), Automation/Email (HubSpot, ConstantContact, MailChimp), CRM/Ticketing (Tessitura, TNEW, Salesforce).

Work examples available at amylacyonline.com | References furnished upon request.