

# Justin Lacey

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A problem solver with 20+ years of production management experience in marketing and advertising. I bring people together to create useful and memorable interactive solutions.

## PROFESSIONAL EXPERIENCE

### Borshoff [2021-2023]

Indianapolis, IN

#### Digital Director

*Lead for strategy and production on digital and innovation projects.*

- Crafted website, app and landing **page strategies for dozens of clients**
- Created digital project roadmaps, budgets, timelines, technical documentation, and UX prototypes to **manage internal creative production and external development partners**
- Collaborated with business development, account leads, digital media buyers, and clients to **launch, analyze, and update online campaigns**
- Produced and defined the relaunch of an **online webinar series into company video podcast** to an reach an audience 7x larger than the previous iteration
- Directed bimonthly **company and client brainstorm sessions leading to service offerings**, social content, and marketing materials

### Bradley and Montgomery (BaM) [2012-2020]

Indianapolis, IN

#### Lead Strategist - Gaming [2017-2020]

*Audience strategy, research, and ideation for Xbox and related video game clients*

- **Directed a research study** with over 40 video game studios across the US and Korea to create audience personas for the launch of the Microsoft Game Stack brand
- Researched and presented **audience insights that clinched a strategic partnership with Minecraft and led to over \$2 million of revenue** with related partners within Microsoft and externally at Facebook
- Created an internal blog, podcasts, and lunch-and-learn presentations to **keep project and leadership teams up-to-date** with video game and esports industry trends

#### Creative Technologist, Game Director [2014-2020]

*Gameplay designer and user experience specialist for interactive projects*

- Guided the client away from a potentially negative video game concept for a marketing campaign and pitched the **game that would later go on to achieve over 1 million organic plays** and notable social media coverage
- Demonstrated **new technology prototypes** on a regular basis for leadership and project teams, clients, and student tours
- Pitched, designed, and **directed a featured branded tabletop card game for Microsoft Game Stack's booth** at the Game Developers Conference. It was later heralded internally as one of the most collaborative projects in BaM's history

## PROFICIENCIES

#### Project Management

Basecamp, Hightail, Workamajig, Float, ClickUp, Trello, Jira

#### Audience Research

NetBase, Tableau

#### Productivity

Microsoft Office, G Suite

#### Programming

HTML5 / CSS, JavaScript, C#, ASP.NET, PHP, ColdFusion, SQL

#### Development

Unity, GameMaker, Visual Studio, GitHub

#### Content Management

Ghost, WordPress, Squarespace, Webflow

#### UI/UX

Figma, Mockflow, Miro

#### Creative Suite

Photoshop, Illustrator, Flash, Premiere, After Effects

#### 3D Modeling

3DS Max, AutoCAD, Blender

## EDUCATION

Bachelor of Science in Computer Graphics Technology

Purdue University

## ADDITIONAL PROFESSIONAL EXPERIENCE

### ***Interactive Producer [2012-2018]***

*Production and project management primarily for the Creative Technology department*

- Oversaw development and creative resources, budgets, and timelines for multiple years in **support of two of Microsoft's most successful product websites Outlook.com and Modern.IE and Chase's Brand Toolbox**
- Managed **dozens of marketing projects and initiatives at any given time** across a variety of creative and development disciplines from event signage to TV commercials to video game development
- Improved **development team communication and satisfaction** within the team, company, and with clients through the creation of weekly, monthly, and quarterly professional review and collaboration sessions
- Formalized the **project discovery and estimate processes** alongside account team members to create statements of work in a timely manner based on the client's needs and development team's availability
- Led the **solution selection, content migration / archiving, and training of 50 local and remote employees** to a new creative collaboration application

### **SmallBox [2010-2012]**

Indianapolis, IN

#### ***Interactive Producer***

*Production and project management for technology-focused projects and clients*

- Managed the web development team with a focus to **break down collaboration walls around the team** to improve project processes and communication with other departments
- Designed **interactive UX website prototypes** for multiple clients including WFYI, Gregory & Appel, and IU School of Philanthropy
- Vetted new business opportunities, provided **technical write-ups and project estimates**
- Collaborated with operations team for **process improvement** across the company
- Presented project roadmaps and became **primary project contact for the client** after project kickoffs

### **Horrible Night [2009 - 2022]**

Indianapolis, IN

#### ***Editor-in-Chief / Founder***

*Video game editorial website and podcast*

- Recruited and **managed a staff of 12 writers and contributors**
- Peaked at an average of **10,000 unique views per month and 500 podcast listeners per episode while creating over 20 articles and videos per week**
- Founded a charity organization that **raised thousands of dollars each year for children's hospitals** through 24 hour livestreams
- Manages **social media presence and ad buys** across multiple platforms
- Hosted and produced a **5+ hour game of the year livestream for 10 years**

PROFESSIONAL HISTORY AVAILABLE ON LINKEDIN

REFERENCES AVAILABLE UPON REQUEST