

Lucas Miguel Gaitán

VCU Brandcenter Strategy Class of 2026

Experience

Arc'Teryx Equipment | McLean, VA

3/2024 - 7/2024

Product Guide

- First point of contact for returning clients and new business. Guided and educated visitors through product features and uses throughout the entire Arc'Teryx product family.
- Used storytelling skills to share personal climbing and travel experiences to build confidence in prospective customers.

Vertical Rock Climbing Gym | Tysons, VA

5/2023 - 7/2024

Route Setter

- Co-directed user experience by developing indoor climbing routes that engaged both new and returning members of the community.
- Worked on a creative team to build a competitive and inclusive atmosphere for a Grand Opening Climbing Competition sponsored by Arc'Teryx Tysons. Ensured high quality boulders were set while under strict deadlines through repeated testing and creative review.

Facility Manager

2/2023 - 7/2024

- Responsible for all front desk and facility operations: personnel training, membership acquisition, and incident response.
- Directed product inventory and scheduled restocks of climbing equipment from major brands like Black Diamond, Scarpa, La Sportiva, Mammut and Tenaya.
- Coordinated event logistics and credited as facility leadership during a film production campaign directed by Arc'Teryx Washington D.C.

Rome Design Agency | Rome, Italy

9/2022 - 12/2022

Strategy & Social Media Intern

- Collaborated with agency directors to develop the social media strategies for clients. Led research and crafted pitch decks in PowerPoint to bring new business opportunities to the creative director.
- Worked closely with copywriters, graphic designers and photographers to bring agency centered content to life.

Movement Climbing Gyms (Formerly The Cliffs at Callowhill) | Phila, PA

7/2022 - 8/2022

Social Media Coordinator

- Created graphics, wrote captions and tracked engagement metrics in Meta business suite.
- Managed community interactions across all social media channels on Instagram and Facebook. Used Asana to collaborate with other coordinators to stay aligned on brand guidelines and follow strict post deadlines.

Saatchi & Saatchi NY | Remote

6/2021 - 8/2021

Brand Strategy Intern

- Worked alongside associate and senior strategists on the USAA Insurance account; Coordinated competitive research in both Mintel and Kantar database platforms.
- Assisted in building presentations, formatting deliverables for the strategy team and actively contributed during client brainstorm sessions.

Education

Masters Candidate - Creative Strategy

VCU Brandcenter | Richmond, VA

8/2024 - 5/2026

- Live client experience building a strategic campaign for local Richmond business. Gathered insights from 1-on-1 interviews, on-site visits, client interviews and shop-alongs to inform strategic direction.

Bachelors of Art in Brand Strategy & Research

Temple University | Philadelphia, PA

8/2018 - 12/2022

Student Involvement

Head Strategist - National Student Advertising Competition

Temple University | Philadelphia, PA

9/2021 - 4/2022

Student Athlete

Temple University Men's Rowing

8/2018 - 5/2019

Interests

Rock climbing
Camping & backpacking
Cooking in cast iron pans
Taking photos of vanity license plates

Contact Information

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