

## **Jeffrey W. Lacina** *(Luh-seen-uh)*

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*I am seeking a professional career opportunity that will allow me to bring my extensive motorsports marketing and operational management skills, as well as my communications, public relations, brand management and strategic planning experience to work for the organization's long-term success and marketplace growth.*

### **2021 – current: Motorsport Park Hastings, General Manager**

- Manage the daily operations of the track and facility
- Work a flexible schedule, including race weekends
- Promote the track, book events, and grow all aspects of the business
- Manage and conduct all forms of advertising, marketing, social media, marketing communications, membership management and industry relations
- Sell facility and event sponsorships as well as marketing partnerships and alliances
- Hold the Event Team accountable to deliver superior guest and customer service
- Develop and grow relationships with all clients, guests and customers to ensure satisfaction at all track events
- Ensure the Event Team and maintenance staff prepares and maintains the racetrack and all supporting facilities
- Hire, train and supervise all Track and Event staff, including contractors and service providers
- Make on-going recommendations for development, budgeting and implementation of physical improvements/repairs, capital purchase, track rentals, racing and other promotional programs
- Ensure high standards of safety are development, met and maintained at the facility
- Maintain a high degree of accuracy, timeliness and consistency with all work
- Assisted VP of Sales and Marketing with National Sales Meeting and Dealer Advisory Council events
- Developed new dealer recruitment materials for Regional Sales Manager teams and implemented new dealer onboarding process for Customer Service Team implementation

### **2019 – LTA Manufacturing, Director of Marketing**

- Developed and implemented comprehensive marketing communications plan and budget for the fiberglass truck top, truck bed cover and in-bed cargo management segments
- Conducted automotive aftermarket research and SWOT analysis to lead new product development and enhancements to existing product lines
- Managed corporate and product brands (ATC, Jason, Ranch & Loadmaster), including internal and external product communications (websites and social media accounts)
- Managed external vendor services for literature design and production and editorial product placement
- Concept, develop and produce marketing and in-dealer branding materials for 600+ dealer network across North America
- Managed media and industry relations, coordinated public relations and industry trade show activities
- Assisted VP of Sales and Marketing with National Sales Meeting and Dealer Advisory Council events
- Developed new dealer recruitment materials for Regional Sales Manager teams and implemented new dealer onboarding process for Customer Service Team implementation

**2016 – 2017 *Heartland Park Topeka*, Director of Marketing, Communications & Road Course Operations**

- Developed and implemented marketing communications plans, including website and social media outlets
- Wrote news releases, managed media inquiries, media releases and sponsorship announcements
- Oversaw and coordinated repair and repaving project of the 3-mile road course race track
- Coordinated day-to-day operations of the road course, autocross facility and rallycross areas
- Developed operational guidelines for sanctioning bodies, clients and rental customers
- Represented facility during on-site, community and regional and industry events
- Recruited, hired and trained road course workers and staff, coordinated staffing for all racing events
- Negotiated rental agreements, contracts for rental and racing, testing and commercial use of facility
- Managed media center during NHRA events
- Created event literature, facility maps and signage

**2014 – 2015 *Castle Creations, Inc.*, Olathe, KS - Marketing Manager**

- Developed and implemented marketing communications plan and budget for the radio-control vehicle industry (air, surface, water, non-hobby segments)
- Managed corporate and product brands, internal and external product communications
- Oversaw print and digital advertising strategy and creative execution of catalogs, product labels and package development, installation/programming guides, electronic newsletters, product reviews and editorial product placement
- Conducted product segment research and SWOT analysis to lead new product development and enhancements to existing product lines
- Provided new product information for Tech Support and Customer Service Teams,
- Created content, monitored and updated company blog
- Designed tradeshow structure, strategy and segment-appropriate message development
- Conducted market analysis and helped bring new products to market

**2013 – 2014 *John Deere Insurance Company*, Johnston, IA - Manager, Advertising & Marketing Communications**

- Developed and implemented internal communication plans, planned, facilitated employee meetings
- Crafted strategic communications plans and developed implementation-related tactics to promote company's strategic plans and goals
- Developed and edited formal communication tools to cascade consistent messages to employees and agents
- Managed internal and external advertising and creative resources, vendors and budgets
- Direct supervision of supporting MarCom staff
- Served as product segment and message integration consultant to other product creative teams, managers and project groups

**2011 – current, *Lacina Group Marketing + Communications*, Olathe, Kansas - Owner / Sole Proprietor**

- Creator/owner of professional marketing communications and public relation services firm to service clients in the automotive and performance automotive aftermarket.
- Provided services include:
  - Strategic planning/budgeting
  - Market position analysis, product positioning/segmentation
  - Brand analysis/review, key message development, dealer relations, media relations, product reviews, placement and media evaluations
  - Dealer, customer and special event planning, coordination, production, and follow-up
  - Video interviews/production, product/service testimonials, brand affinity/loyalty group activities and engagement, product literature/catalogs, web content, social media, print and online advertising

- Media planning/placement, blogging, digital photography, event coverage/reporting, trade show planning/execution, corporate/internal communications/events and motorsports programs, sponsorships and promotions
- Clients have included: VMP Performance, Chicane 23, Heidts Automotive Group, Kenny Brown Performance, Alston Racing, Forward Sports Marketing (Fun Ford Weekend Series, Super Chevy Show and Mega Mopar Action events), McCullough PR, and Innovative Standards, Inc./ Amazing Bed

**2007 – 2011, Accessible Technologies, Inc. / ProCharger, Lenexa, Kansas - Marketing Director  
(Senior management position reporting directly to the President/CEO and Board of Directors)**

- Provided strategic planning approaches, budgeting, concept and creation of all company marketing and marketing communications efforts, including strategic planning, budgeting, advertising, public and media relations, trade shows and motorsports events
- Conducted automotive performance product segment research and SWOT analysis for new product development collaboration with Engineering Department
- Crafted product literature and information for web and blog, active and prospective dealers
- Supervised brand management, e-channel marketing, mass email campaigns, digital asset acquisition and management
- Managed external contracted services and vendor relationships and project budgets
- Oversaw industry relations, planned trade shows, dealer and consumer events,
- Lead brand and message development for an all-new entry into additional product segments (wastewater treatment and material handling)
- Managed corporate and internal communications events and motorsports promotions
- Supervised marketing department staff (designers, web development / SEO, marketing analysis)
- Provided indirect management / supervision of customer service and tech support teams

**2003 - 2007, John Deere – North American Ag Marketing Center, Lenexa, Kansas –  
Advertising Copywriter**

- Developed, created and implemented advertising, direct mail, broadcast and e-channel marketing communications tactics for equipment and services across North America, EU countries and Australia
- Developed, created and produced print advertising, literature, spec sheets, point-of-purchase displays, press releases, dealer introduction messages, and radio, TV programs and videos
- Collaborated with factory marketing representatives for development of new product launch materials and go-to-market messaging, imagery and product positioning
- Served as product segment and message integration consultant to other John Deere product / segment creative teams, managers and project groups

**1998 - 2003, Garst Seed Company, Slater, Iowa - Public Relations Manager**

- Developed, managed and implemented annual \$300,000+ multi-brand public relations campaign and budget
- Provided internal and external corporate communications, on-going media relations and crisis management
- Supervised trade shows and new product and technology introductions
- Wrote feature articles and secured placements that achieved company publicity
- Managed special events and coordinated related activities

**1995 - 1998, Meyocks & Priebe Advertising, Inc., West Des Moines, Iowa -  
Senior Writer/Account Manager**

- Created concepts, researched and produced complete marketing communications and relationship marketing programs for agricultural and consumer-market clients
- Managed client-specific account management responsibilities for a wide range of disciplines, including; public relations, direct mail, advertising, video and audio production, media relations, trade shows, competitive market/company analyses, new product introductions and product publicity

**1991 - 1995, *Successful Farming* magazine, Meredith Corporation, Des Moines, Iowa -  
Crops and Machinery Editor**

- Conducted extensive topic/story research, photographed and produced current production agriculture feature articles from sources across the U.S. and Canada
- Concept, research and produce special interest publications, video productions and other materials for advertising clients and special interest publications

**1988 - 1992, *CMF&Z Public Relations*, Cedar Rapids, Iowa - Account Executive/Account Manager**

- Introduced concepts, researched and produced a wide range of public relations tactics for various clients.
- Client-specific account management responsibilities including; public relations, sales force communications, video and audio production, media relations, new product introductions and product publicity.

**1987 - 1988, *Miller Meester Marketing Support Group (Public Relations)* St. Paul, Minnesota  
Assistant Account Executive**

- Researched and produced client-specific articles, press releases, video/radio scripts and complete newsletters.

**Education**

- Bachelor of Science Degree, Journalism and Mass Communications with an emphasis in public relations, Iowa State University, Ames, IA, May 1987
- Minor degree in Agricultural Mechanization

**Professional Recommendations**

Please visit my LinkedIn.com profile: [www.linkedin.com/in/jefflacina](http://www.linkedin.com/in/jefflacina)

## References

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**Scott Gardner** (former General Manager and co-worker at Heartland Park Topeka)  
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