



## TODD LACY

MARKETING, ASST. BREWER

High- Caliber Brewing, Inventive Design

### MARKETING & GRAPHIC DESIGN

#### National Park Service

##### Dept. of the Interior

Philadelphia, PA  
Visual Information  
Specialist  
Park Ranger  
(May 2004-Present)

- CMS certification for NPS website author and social media manager
- Excellent proficiency with picture editing and graphic art software including all version of Adobe Photoshop, Illustrator, InDesign, Lightroom, and Premiere Pro
- Collaborated with the superintendant, chief of interpretation, visual information specialist, and interpretive specialists to develop overall concepts and design media content
- Assist as webmaster using Content Management Systems for five NPS Sites
- Developed a social media strategy and re-launched Facebook page with weekly posts
- Took photographs and used complex photo retouching in Adobe Photoshop
- Created final illustrations in the form of GIS maps, icons, line art, and graphics with Adobe Illustrator and Photoshop

### BREWER

#### Brewer

2009-present

#### Boxcar Brewing Company

Asst. Brewer  
West Chester, PA  
June 2016-Sept 2016

- Creates beer recipes to specifications including original gravity, IBU, ABV, color and flavor profile
- Develops beer recipes that are balanced and unique
- Identifies the highest quality malts, hops and yeasts for each beer
- Tracks each beer run with detailed notes to maintain consistency
- Created QC and QA routines, including cleaning & sanitizing schedule
- Experience brewing on systems from 5 gallons to 10BBL
- Builds water profiles specific to beer styles
- Received Excellent rating for Cream Ale sent to competition
- Enrolled in Cicerone prep-course
- Attended Craft Brewers Conference May 2016

### AWARDS

**Sustained Superior  
Performance Award**  
Independence NHP  
2016

**Gold Medal Colorado  
State Track and Field  
Champion**  
4x800 Relay  
1997&1998

### EDUCATION

University of Pennsylvania  
Wharton SBDC  
Strategic Business Planning  
Workshop  
June 2016

Hastings College  
B.A. History and English  
May 2002

### MEMBERSHIPS

Brewers Association

American Hombrewer's  
Association

Philadelphia Homebrew Club

40<sup>th</sup> of Foot Light Infantry  
Progressive Reenacting