

SKYLER EVANS

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Writer &
Digital Storyteller

Professional Skills

Creative Vision & Strategy
Project Management
Copywriting & Editing
People Management
Design for Social & Print
Social Media Management
Marketing & Educational Video Prod.
Photography & Photo Editing
Search Engine Optimization

Software & Management Systems

Design & Email/Video Marketing

Canva
Figma
Animoto
Adobe Spark
MailChimp
Camtasia

Social Scheduling

Buffer
SOCi
Hootsuite

Bloggng

WordPress
Wix

Project Management

Asana
Trello

Remote Collaboration

Slack
Google Meet/Zoom
Miro

Education

Florida State University

BS: Media Communications
BA: Creative Writing

Marketing & Communications Experience

CREATIVE MEDIA MANAGER

Enovational | Government Software | Washington, D.C. | April 2020 - April 2022

- Creative project vision & project team management
 - Internal marketing: Vision, content, and management for employee handbooks, explanation of benefits, HR training program, employee spotlights. Experience with agile solution cycle facilitation.
 - External marketing: customer handbook, product website. Designed brand revamp exercises and facilitated collaboration sessions.
- Developed a specialized creative request system and feedback loop to streamline processes and improve remote collaboration.
- People management & recruitment
 - Designed and executed role requirements, interviews, and skill evaluation for Visual Communications Designer.
 - Daily stand-up, weekly check-in, performance evaluation. Project kick-off, communication, evaluation, and feedback for report.

MARKETING SPECIALIST

Enovational | Government Software | Washington, D.C. | April 2018 - April 2020

- Creative project vision & management for the company brand, client projects, and company product.
- Content production including copy for print, web, video, social, education, user experience, and internal marketing.
- Layout design and information architecture for print and web.
- Design & photography for social, print, contract proposal (value \$7 mil), and internal and client-ready presentations.
- Video production for educational demos & marketing: scripts, narration, editing.

SOCIAL MEDIA MANAGER - CONTENT EDITOR

LoSoMo, Inc | Digital Marketing Agency | Boca Raton, FL | Aug 2017 - March 2018

- Social Media Manager and Copywriter for 50+ clients across 100+ social network accounts, including Facebook, Twitter, Instagram, LinkedIn, and Pinterest.
- Content creator for visual graphics, blog content, on-page copywriting, video marketing, and on-page and social optimization for 50+ clients in a range of industries. Serviced small, local businesses and large national franchises.
- Editor for creative collateral, including, but not limited to: client blogs, social media copy, on-page content, video, email/newsletter, and visual design for social media. Serviced 50+ clients in a range of industries - SMBs to large franchises.
- Manager of LoSoMo Inc. Internship Program with responsibilities including recruiting, interviewing, hiring, and training social media and content interns. Developed internship portfolio program.

COMMUNICATIONS & MARKETING INTERN

First Book | International Non-Profit | Washington, D.C. | Summer 2016

- Management, campaign strategy, and content creation for July crowdfunding spotlight campaign. Blog, email newsletter, and social dissemination.
- Assisted with social media management, content creation, and the creation of a media acquisitions tagging structure.