

Evan Harvey

Producer / Project Manager / Brand Management / Marketing & Advertising Industry Professional
Salem, Oregon

Contact Information:

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Career Highlights:

- Spearheaded and directed 70+ undergraduate students for one of the nation's only full-service, student-run, and in-house advertising agencies.
- Collaborated and enhanced the production process to transform an ordinary office into the stage of a successful new business pitch under PRWeek's 2022 Global Agency of the Year.

Experiences:

Fact & Fiction

Sept 2022 - January 2023

Creative Services Associate

- *Sourcing, vendors, and materials for productions across budget levels ranging from \$5k-\$500k both locally and out-of-town (fabrication, animation, and studio design).*
- *Create timelines for multiple concurrent projects, allocating in-house and external resources, allowing maximum workflow efficiency, and maintaining quality for a team of 15+ creatives.*

Zeno Group

June 2022 - Sept 2022

Production Intern

- *Collaborate and receive in-take from the creative team on assistance for 10+ client projects and deliverables for talent, vendor, or execution assistance.*
- *Pivot from a traditional pitch to an in-office transformation to be the new stage for a new business client earning revenue of 106.3 billion dollars.*

Allen Hall Advertising

May 2021 - June 2022

Director of Production

- *Selected as 1 of 7 students to lead the Allen Hall Advertising in-house creative agency of 80+ students in remote and in-person/fast-paced collaborative environments.*
- *Directed and nurtured client and stakeholder relationships while delivering successful advertising programs with \$50,000 or fewer budgets with complex and tight deadlines in a high-volume, fast-paced environment.*

Producer

May 2020 - May 2021

- *Assisted in producing assets for a brand representing 500,000 followers and generating 150% of new followers on the growing platform TikTok.*
- *Garnered 14k+ page views and 1000+ social media followers through paid and organic social media campaigns, increased sales for local businesses and pioneered the creation of a website.*

Software & Skills:

- Adobe Creative Suite, Microsoft Office Suite, Wrike, monday.com, Google Workspace, Clickup
- Slack, Project Management Software, Creative Production, Resource Management

Education:

University of Oregon, *Bachelor of Science in Advertising*