

## Evan Harvey

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### WORK EXPERIENCE

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#### Spirit Mountain Casino

Grand Ronde, OR

Marketing Communications Specialist

June 2023 — Present

- Developed and implemented a comprehensive social media content calendar and strategy, resulting in a 47.1% average increase in engagement across all social media platforms.
- Spearheaded the growth of Spirit Mountain Casino's Facebook reach to an impressive 1.4 million within six months through strategic organic content planning and execution of effective social media campaigns.
- Increased the reach of Spirit Mountain Casino's Instagram to 228% and increased content interactions to 35.8%.
- Utilized digital photography and videography, including mobile equipment, to capture high-quality content for website content management, newsletters, print materials, and social media channels during concerts, employee events, and more.
- Analyzed analytics data to assess the performance of social media campaigns, identifying trends and insights to refine content schedules and develop strategies for continuous improvement to our 125k follower audience.
- Designed visually appealing assets for entertainment, promotions, and digital displays, contributing to the overall aesthetics and success of marketing campaigns.

#### Fact & Fiction

Boulder, CO

Creative Services Associate

September 2022 — January 2023 (Laid-off)

- Coordinated and sourced local and out-of-town vendors and materials for productions with budgets ranging from \$5k to \$500k (fabrication, animation, and studio design).
- Executed timelines for multiple concurrent projects while allocating in-house and external resources, allowing maximum workflow efficiency and maintaining quality for a team of 15+ creatives.

#### Zeno Group

Chicago, IL

Production Intern

June 2022 — September 2022

- Recorded and conducted in-take from the creative team on assistance for 10+ national client projects with deliverables for talent and crew, vendors, and campaign execution assistance under PRWeek's 2022 Global Agency of the Year, upholding a revenue of 106.3 billion dollars.
- Utilized project management software/spreadsheet systems to catalog vendor outreach, \$5k to \$100k production budgets, and ongoing agency productions, digital communications, and content strategy campaigns.

#### Allen Hall Advertising

Eugene, OR

Producer to Director of Production

May 2020 — June 2022

- Accelerated the in-house creative agency of 80+ students in remote and in-person/fast-paced collaborative environments to craft and engineer advertising and marketing campaigns for local and regional clients on advertising work surrounding the capabilities of production. Including photography, videography, social content, and more.
- Directed and nurtured multiple concurrent client and stakeholder relationships while delivering successful campaign programs with \$50,000 or fewer budgets with complex and tight deadlines in a high-volume, fast-paced environment.
- Supervised and mentored creative teams by providing guidance, support, and constructive feedback to enhance their skills and professional development on multiple concurrent advertising campaigns while ensuring fair hiring practices, including onboarding, terminations, and training.

### EDUCATION

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#### University of Oregon

Eugene, OR

Bachelor of Science in Advertising | Minor in Business Administration | Dean's List

June 2022

### SKILLS & INTERESTS

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**Technical Skills:** Adobe Creative Suite | Microsoft Office (Word, Excel, PowerPoint) | Airtable | Wrike | Slack | Keynote | Dropbox | Box | Asana | Videography | Photography | Content Creation | Monday.com | Wordpress | Wix | Squarespace | Readymag

**Conceptual Skills:** Project Management | Strategic Leadership | Public Speaking | Campaign Advertising | Supervising Employees | Website Design and Development | Crisis Communication | Casino Marketing | Visionary Strategy Development | Collaborative Excellence | Diversity, Equity & Inclusion | Tribal Awareness