

Evan Harvey

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WORK EXPERIENCE

The Hoffman Agency

Digital Account Executive

Portland, OR

June 2024 — Present

- Developed and executed comprehensive content marketing strategies across social media and digital platforms, aligning with client goals to drive brand engagement and awareness.
- Curated and created high-quality, engaging content (graphics, copy, video) for clients, ensuring messaging consistency and brand voice alignment across channels like Instagram, Facebook, and LinkedIn.
- Tracked and analyzed content performance using tools like Google Analytics, Talkwalker, and HubSpot, providing actionable insights to improve content strategies and drive measurable results (e.g., engagement increases and audience growth).
- Collaborated with cross-functional teams (PR, Creative, Senior Leadership) to integrate earned media and digital campaigns, enhancing overall brand visibility and digital touchpoints.
- Supported social media content creation and scheduling, ensuring timely execution of content calendars and optimizing content for engagement.

Spirit Mountain Casino

Marketing Communications Specialist

Grand Ronde, OR

June 2023 — June 2024

- 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

Fact & Fiction

Creative Services Associate

Boulder, CO

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

Production Intern

Chicago, IL

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

Producer to Director of Production

Eugene, OR

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

University of Oregon

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

Eugene, OR

June 2022

SKILLS & INTERESTS

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