

EVAN HARVEY

Salem, OR | evan.a.harvey@gmail.com | [LinkedIn](#)

PROFESSIONAL EXPERIENCE

The Hoffman Agency

Portland, OR

Digital Account Executive

June 2024 - March 2025

- Developed and executed data-driven content marketing strategies across social media and digital platforms for B2B and B2C tech clients, aligning with business objectives to increase engagement and brand awareness.
- Curated and created high-quality, engaging content (graphics, copy, video) tailored for LinkedIn, Twitter, and other key platforms, ensuring messaging consistency and driving audience growth
- Analyzed campaign performance using tools like Google Analytics and social listening platforms, providing actionable insights to enhance engagement and audience reach.
- Managed and optimized content calendars, ensuring timely execution and strategic placement of posts, resulting in a 50% increase in content interactions or audience retention.

Spirit Mountain Casino

Grand Ronde, OR

Marketing Communications Specialist

June 2023 - June 2024

- Developed and implemented a comprehensive social media content strategy and calendar, driving a 47.1% average increase in engagement across all platforms and expanding Facebook reach to 1.4 million within six months through strategic organic content planning and campaign execution.
- 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.
- Built and maintained collaborative relationships with internal teams, community partners, and external stakeholders to expand the reach of digital content and community-focused 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.

EDUCATION

University of Oregon

Eugene, OR

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

June 2022

SKILLS & CERTIFICATIONS

Technical Skills: Adobe Creative Suite | Microsoft Office (Word, Excel, PowerPoint) | Airtable | Wrike | Keynote | Asana | Monday.com | WordPress | Wix | Squarespace | Readymag | Videography | Photography | Content Creation | Social Media Analytics | Google Analytics

Conceptual Skills: Project & Account Management | Integrated Marketing Strategy | Social Media & Digital Marketing | Community Engagement | Campaign Advertising | Website Design & Development | Content Strategy | Performance Marketing | Audience Targeting & Engagement | Casino Marketing | Tribal Awareness