

ALICE EVANS

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Professional Summary

Focused communications professional adept at planning, directing, and moving projects forward across departments. Experience combining creative ideas and analytical data to build strong communications campaigns. Skilled at identifying and anticipating problems and providing solutions.

Skills

- Client relations and prospect research
- Collaboration across teams
- Development of project strategy and scope
- External and internal communications strategy
- Crisis communications
- Media relations
- Public/private stakeholder management
- Social media and digital marketing

Work History

Project Manager - Digital Marketing, 05/2021 to Current

The Salvation Army Northwest Division – Seattle, WA

- Drive strategy across 35 web pages to keep content dynamic and engaging for donors and community members
- Develop and implement a social media content calendar that highlights seasonal events, brand tenants, and social trends
- Increased earned media coverage by 49% year over year via media relations, consistent posting on social, and influencer marketing partnerships
- Manage direct and digital marketing campaigns with an external agency partner; assist with strategy, creative development, manage annual budget, and deliver final marketing piece to donors; \$10 million in revenue is generated annually
- Write and edit press releases, talking points, and external event information
- Provide Marketing and Communications Director with strategy, quarterly, to ensure annual goals are met or exceeded for web and social
- Assist the Director of Marketing and Communications with PR strategy, crisis communications, and ad strategy

Fundraising and Marketing Associate, 08/2016 to 04/2021

Seattle Preparatory School – Seattle, WA

- Capital campaign project management experience; assisted with all marketing and administrative needs for \$14+ million dollar campaign to fund a new building on campus
- Managed school and alumni events; collaborated across teams with teachers, front office admin, development staff, and students to ensure success

- Managed all event posting and customer needs via the online event software, Eventbrite
- Created all alumni content and copy for the alumni magazine. Additional alumni content developed for website, email, and social media
- Generated marketing strategy for alumni website, events, and social media (Facebook and Instagram)
- Managed student interns and parent volunteers

Program Coordinator, 06/2015 to 08/2016

Education First EF – Seattle, WA

- Managed a team of six interns for two summers on a daily basis
- Managed recruitment practices for two different international high-school student exchange programs
- Built relationships with local community service organizations to find more host families and ensure student placements were successful
- Created weekly event schedule to drive engagement with local families and place host students with welcoming families
- Built relationships with community event organizers, local families, and other international education nonprofits

Education

Master of Communication: Digital Media & Marketing, 12/2022

University of Washington - Seattle, WA

This graduate program emphasized the power of storytelling, provided instruction on how drive stakeholder engagement internally and externally, and highlighted the importance of user research and user design when pitching new products and concepts to customers.

Bachelor of Arts: International Relations, 06/2013

University of Oregon - Eugene, OR

Bachelor of Art in international studies specializing in international law and human rights.

Minored in nonprofit administration.