

# ALICE EVANS

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## Professional Summary

Solution-oriented, project manager, that values communications and collaboration. Experience marketing and building brand campaigns via website, social media, print, and broadcast media. Communicate clear action items, and timelines across teams so that large-scale projects are delivered on time and under budget. Passionate about telling the story of a brand or organization to increase its relevancy and growth.

## Skills

- Digital communications
- Content strategy and creation
- Collaboration across teams
- Development of project strategy and scope
- User research
- Crisis communications
- Media relations
- Public/private partnership management

## Work History

### **Project Manager - Marketing and Communications**, 05/2021 to Current

#### **The Salvation Army Northwest Division** – Seattle, WA

- Drive strategy across 35 websites to keep content dynamic and engaging for donors and community members
- Collaborate across teams: development, social services, emergency disaster relief, and retail to generate relevant stories and content that highlight the mission
- Increased earned media coverage by 49% year over year via media relations, consistent posting on social, and influencer marketing partnerships
- Write and edit press releases, talking points, and external event information
- Creation and implementation of fundraising and marketing strategies for digital fundraising, web, and social campaigns
- Manage marketing projects and campaigns for 30+ service centers throughout Washington, Idaho, and Montana
- Contributed expertise to the event and public affairs committees to enhance outreach and branding strategies.

### **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 the 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 to create an engaging social media campaigns, the importance of user research and user design, and the importance of stakeholder engagement when launching a new idea, campaign, or product.

**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.

## Portfolio

Website: [www.aecontent.com](http://www.aecontent.com)

**User Research Project Manager, Amazon Fresh**

Winter 2022

- Compiled user research via the website, User Testing from Amazon Fresh shoppers about their shopping experience and how it could be improved
- Used the 10 heuristic principles of user design to improve the Amazon Fresh shopping experience
- Amazon Fresh improvement recommendations: calendar integration to improve delivery time of each order, a recipe and to-do list feature, and increased personalization on each user's Amazon Fresh homepage to create a greater sense of hierarchy of products on the homepage to improve the overall design of the homepage

## **Content Management & App Creation Project Manager, Eufit**

Spring 2022

- Application idea to play into the hype around the show Euphoria, this app would have BTS content with the actors and costume designers on the show
- Clothing from each character would be available for purchase via this app after each episode aired
- The app would partner with certain brands and promote brand collabs, most of the funding would come from affiliate links and ads within the app
- This app would allow fans increased access to the fashion from the show and increase the content circulating about the show in between seasons, allowing the show to maintain and increase it's relevancy.
- Cross posting on Instagram and TikTok to engage with users and potential users of the app

## **Podcast Host, Pike Place Market History**

Fall 2021

- Interviewed Pike Place Market vendors asking about their experience working at the market and maintaining their business through the Covid-19 pandemic
- Researched this history of the market and how it has endured obstacles throughout history
- Interviewed market historian to provide context to help listeners understand the origins of the market and how it's changed and grown overtime