

# Alice Evans

Seattle, WA 98103

5418291799 alice.h.evans91@gmail.com

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## PROFESSIONAL SUMMARY

Solution-oriented, relationship-builder working across teams. Experience marketing and building brand campaigns via website, social media, and media relations. Optimize social media data via analytical tools to generate engagement and build growth. Passionate about telling the story of a brand or organization to increase its relevancy and growth.

## SKILLS

- Digital communications
- Content strategy and creation
- Cross-team communication
- Social media digital marketing
- User experience/user testing
- Crisis communications
- Media relations
- Stakeholder engagement

## WORK HISTORY

PROJECT MANAGER - MARKETING AND COMMUNICATIONS | 05/2021 to Current

The Salvation Army Northwest Division - Seattle, WA

- Monthly content updates across 35 websites to keep content dynamic and engaging for donors and community members
- Content planning, content creation, and implementation for web, social, direct marketing, internal and external communications
- Increased earned media coverage by 49% year over year via media relations, consistent posting, and influencer marketing
- 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 projects and marketing needs for 30+ service centers throughout Washington, Idaho, and Montana

FUNDRAISING AND MARKETING ASSOCIATE | 08/2016 to 04/2021

Seattle Preparatory School - Seattle, WA

- Capital campaign experience assisted with all marketing and administrative needs for \$14+ million dollar campaign to fund a new building on campus
- Managed and executed alumni events and annual auction
- Managed all event posting and customer needs on Eventbrite
- Created all alumni content and copy for semi-annual alumni magazine, website, email, and social media pages
- 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
- 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

University of Washington - Seattle, WA | Master of Communication

Digital Media & Marketing, 12/2022

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.

3.95 GPA

University of Oregon - Eugene, OR | Bachelor of Arts

International Relations, 06/2013

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