

# SHAUNA EVANS

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**OBJECTIVE:** Seeking a position where I may use my marketing background and creative skills to further company growth.

**EDUCATION:** **Arizona State University, Tempe, Arizona Bachelor of Science in Marketing (Digital and Integrated Marketing)**

## **EXPERIENCE:**

### **Arizona Department of Water Resources**

#### **Public Information Officer**

**May 2019 – July 2019**

- *Retained Public Information Liaison, Communications and Social Media Specialist responsibilities and added responsibilities of:*
- Writes press releases and prepares information for distribution by media outlets
- Drafts speeches and arranges interviews for government officials
- Responds to requests for information from media outlets

### **Arizona Department of Water Resources**

#### **Public Information Liaison**

**May 2019 – July 2019**

- *Retained Communications Specialist and Social Media Specialist responsibilities and added responsibilities of:*
- Collaborates with the Department's Communication Team to help develop and lead a communications strategy for the Arizona Department of Water Resources across the region.
- Collaborates regularly with organizational departments, program partners, franchisees, and other stakeholders.
- Conducts outreach strategies as determined and special projects as assigned.

### **Arizona Department of Water Resources**

#### **Communications Specialist**

**July 2017 – May 2019**

- *Retained Communications Specialist and Social Media Specialist responsibilities and added responsibilities of:*
- Provides administrative support to programs and internal teams
- Assists in creation and management of copy to ensure timely, relevant and engaging content
- Assists in creation of Department videos, podcasts, and all other needed assets for special communication initiatives
- Assists in the preparation and development of materials for the Director's Office and Department staff to help educate internal and external stakeholders.
- Assist with the planning and allocation of the Department's marketing/promotional budget.

### **Arizona Department of Water Resources**

#### **Social Media Marketing Specialist**

**April 2016 – July 2017**

- Helps implement communications strategies
- Manages the Department's social media platforms and presence online.
- Manages the creation and production of internal and external material such as brochures, pamphlets, fact sheets, PowerPoint presentations and promotional items.
- Assists in managing the Department's educational website [ArizonaWaterFacts.com](http://ArizonaWaterFacts.com); including producing web content, creating graphic designs and contributing to website layout/navigation.

### **Allstate Insurance**

#### **Business Development**

**August 2015 – April 2016**

- Responsible for the strategy and development of advertising, social media and promotional materials including, but not limited to fliers, business cards and posters.
- Set-up and managed various social media and online accounts such as Twitter, Facebook, Google+, Yelp and Hearsay Social.
- Contributed to the website development.

### **DayCareLeads.com**

#### **Inside Sales/Marketing Representative**

**May 2013 – August 2014**

- Conducted telephone marketing and research in order to evaluate key customer response for new product.
- Designed new web page layout, consisting of newly formatted typography in addition to photo correction and manipulation.
- Designed company mascots and created informational of YouTube videos
- Set-up various social media accounts such as Twitter, Facebook, YouTube, and Google+.

### **Arizona State University (MU After Dark)**

#### **Director**

**December 2013 – July 2014**

Director of a major Arizona State University organization that catered to the students of the largest college campus in the country.

- Responsible for the strategy and development of advertising, social media and promotional materials including, but not limited to fliers, shirts, signs, and other items for weekly entertainment venue at ASU Memorial Union.
- Managed ASU students/employees in development and creation of weekly promotional events.
- Prepared and approved marketing materials each week as well as the distribution of physical marketing materials.
- Coordinated social media efforts including but not limited to managing the Facebook page and Twitter profile.
- Served as a liaison to other student groups, clubs and organizations for event marketing.

## **ACTIVITIES/AWARDS:**

- **Maroon and Gold Ambassadors - Ambassador** August 2014 - May 2015
- Arizona State University Dean's Scholarship June 2011 – May 2015
- National Collegiate Leadership Enrichment Certificate February 2014
- National Collegiate Excellence in Leadership and Service Certificate February 2014

## **TECHNICAL / NON-TECHNICAL SKILLS:**

- Proficient in Microsoft Suite (Word, PowerPoint, Excel, Publisher, Office365, SharePoint)
- Proficient in Adobe Suite (Photoshop, Illustrator, InDesign, Dreamweaver)
- Proficient in video/ audio editing software (After Effects, iMovie, GarageBand, Audition)
- Proficient in Twitter, Facebook, WordPress, SoundCloud, and YouTube in a commercial setting
- Experience with Content Generation, SEO, and Analytics
- Experience with HTML and Drupal
- Visit my eportfolio at <http://smevan.wix.com/sasu>