

GARY EVANS

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SUMMARY OF QUALIFICATIONS

Accomplished creative professional with experience in digital / print advertising and marketing campaigns, creative development, project management and social media. Complete understanding and working knowledge of the digital and print creative and production process from concept to final fulfillment.

PROFESSIONAL HISTORY

Creative Consultant

01/2014 – Present

Mudville Creative, Charlotte, NC

- Creative development for all advertising and marketing materials including, social media campaigns, web site, banner ads, magazine layout, advertisements, catalogs, look books, POP displays, special event booths, and various digital / print communications
- Manage the job cycles of all projects ensuring deadlines are met on time, with accuracy and within budget
- Cultivated and utilized freelancers, outside contractors, and vendors on a needed basis

Crew Member

01/2014 – Present

Trader Joe's, Charlotte, NC

- Delivering unprecedented customer service and excelling in all facets of store operations

Creative Manager

11/2009 – 01/2014

ACGMedia, Torrance, CA

- Responsible for the creative and marketing development, production and fulfillment of projects utilizing various digital / print channels including B2B marketing communications, website development, email blasts, banner ads, presentation decks, media kits, advertisements, direct mail and media placement, which lead to winning multi-million dollar accounts
- Managed the job cycles of all projects ensuring deadlines are met on time, with accuracy and within budget

Creative & Marketing Director

07/2000 – 11/2009

Tiburon Design, Torrance, CA

- Executed the creative development of MarComm strategies from concept through final fulfillment including: social media marketing and advertising campaigns, website development and maintenance, banner ads, e-communications, branding, advertisements, magazines, catalogs, media kits, POP displays, packaging, look books, direct mail, brochures, presentation decks, proposals, OOH, trade show booth exhibits and collateral, video and data base management
- Excellent project management skills, writing creative briefs, managing the daily workflow of projects, producing production schedules, status reports and budgets
- Managed the job cycle of all projects assigned to the creative and production teams
- Hired, staff, freelancers, programmers, illustrators, copywriters, photographers, printers and other outside vendors

SOFTWARE COMPETENCIES

Expert in Adobe CS (Photoshop, Illustrator, InDesign, Acrobat, Keynote, Numbers, Pages), QuarkXPress, MS Office (Word, Excel, PowerPoint), File Maker Pro. Working knowledge of Flash, Dreamweaver, Premier, XHTML, HTML, CSS

PORTFOLIO / SOCIAL MEDIA

<http://garyevans31.wixsite.com/portfolio>

<http://www.linkedin.com/in/garyevans31>

EDUCATION

Lycoming College, Williamsport, PA – Communications