



# Evan Schoepke

Marketing and Business Development

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🌐 [www.linkedin.com/in/evanschoepke](http://www.linkedin.com/in/evanschoepke)

- Marketing professional with 8 years experience growing companies through brand development, social media marketing and customer story telling.
- Experienced in all aspects of social media campaign planning, execution, and analysis.
- Skilled in graphic design, web design and photo/video/audio editing.

## WORK EXPERIENCE

2019 - PRESENT

### Senior Business Development and Growth Marketing Manager

CityGrows - Workflow automation for local governments

Created marketing campaigns and collateral including blog content and social media posts resulting in 25% increase in new customer inquiries.

- Maintained and organized marketing calendar and schedule.
- Collaborated with development team on product marketing campaigns to drive increased user growth and signups.
- Conducted user research via online surveys that provided key insights into user preferences, pain points and feature requests.
- Negotiated new business partnerships to expand brand awareness.

2018 - 2019

### Growth Marketing Consultant

Bonsai - Freelancer productivity suite

- Developed a multi-channel growth marketing campaign with the goal of doubling user signups within six months.

2017 - 2019

### Principal Web Designer and Marketer

GaiaPunk - Web design, development and marketing agency

- Provided clients with web design, graphic design, marketing services and consulting to further their brand and generate new business.

2015 - 2016

### Director of Business Development

Vervid - Vertical video app

- Prospected key business relationships to grow user communities.
- Developed relationships with industry tech writers to increase engagement with PR campaigns during our launch.
- Negotiated essential contract agreements between allied business stakeholders.

2014 - 2015

### Business Development and Content Marketing Manager

Typeform - Webforms that get results

- 1st US-Based hire
- Negotiated partnerships that increased product awareness and user growth.
- Executed a strategic content marketing plan to tell user success stories.
- Conducted a comprehensive marketing persona survey

2013 - 2014

### Co-Founder - Business Development and Marketing

Tiller - Full service design, development and marketing agency

- Lead social media marketing efforts and online ad analysis for clients.
- Managed FB, LinkedIn and google ad campaigns that lead to a 30% increase in revenue growth.
- Developed targeted content marketing strategies, resulting in a 15% improvement in conversion rates.
- Continually monitored ad analytics and engaged in A/B testing to improve ad campaign results.

2012 - 2013

### Business Development Partnerships Manager

Flattr - Social crowdfunding startup

- 1st US-Based Hire
- Successfully negotiated partnerships with c-level executives of high-profile allied companies that increased both user signups and revenue.
- Built out audience development strategy and new online communities leading to new promotion and engagement with company product.
- Created strategic partnership plan to bring more partners into our product ecosystem.

2012 - 2012

### Assistant Director

Buy Local South Sound

Buy Local South Sound is a local commerce campaign run by Sustainable South Sound. I assisted the director with general operations, membership development, and web presence. In this role I created and designed newsletters, websites, social media and email campaigns, as well as, new payment and CRM workflows.

2012 - 2012

### Mobile Tour Lead

Green Living Project Films - Sustainable stories film production

- Traveled throughout the U.S. via an eco-RV, giving presentations to schools and green fair audiences on inspiring sustainability projects from around the globe.
- Created presentations, social media posts, and videos that aligned with company brand.

2010 - 2011

### Enterprise Software Consultant

Miracle Labb - Enterprise technology consulting

- Consulted for a national non-profit on critical enterprise technology needs via conference consultations and surveys.
- Created a comprehensive strategy plan with recommendations, next

steps and implementation timeline.

**2010 - 2011**

● **US Correspondent**

Permaculture Magazine

Wrote book reviews and informative articles about permaculture based reconstruction efforts in Haiti.

**EDUCATION**

**2006-2009**

● **BACHELORS**

The Evergreen State College

Media and Communications, Permaculture and Eco-city development, Studio Arts

**2004 - 2006**

● Montana State University

Studio Arts

**SKILLS**

**SKILLS AND SOFTWARE TOOLS KNOWLEDGE**

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**Adobe Creative Suite:** including Photoshop, Illustrator, Spark and Premier

**Social media management tools** Hootsuite, Hubspot, Buffer

**Ad campaign manager and analytics tools:** Facebook, Instagram, Google, Twitter and LinkedIn.

**CRM software:** Salesforce, Hubspot, Copper, Pipeline

**CMS software:** Wordpress, Webflow, Drupal

**INTERESTS**

Backpacking, snowboarding, yoga, rock climbing, permaculture, the game of Go, painting, drawing, web technologies and having fun with my pets, (1 dog, 1 cat, 3 chickens).