



Evan Schoepke

Marketing and Business Development

📍 Olympia WA | 📞 (360) 819-9415 | ✉️ thejulianeffect@gmail.com

in 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

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).