



# EVELYN WHITE

Senior Digital Producer

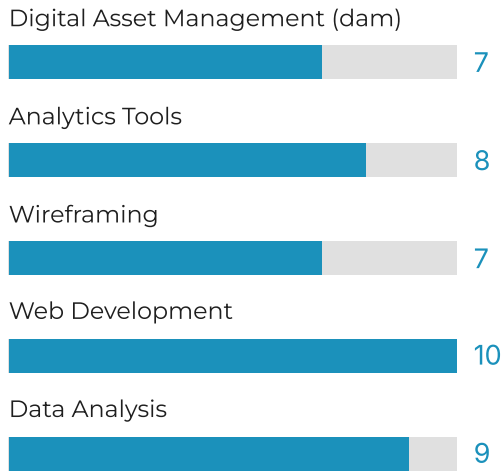
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📍 Los Angeles

🌐 www.qwikresume.com

## 💡 SKILLS



## 🎯 INTERESTS

- 🔧 DIY Projects    ✂️ Crafting
- 🧘 Meditation    🏛️ History

## 👊 STRENGTHS

- 🌱 Humility    💡 Innovation
- 👁️ Insightfulness    ✅ Integrity

## 🗣️ LANGUAGES



## 🌟 ACHIEVEMENTS

- 🌟 Successfully managed over 15 digital product launches annually, driving a 20% increase in user engagement.
- 🌟 Implemented a new project management framework that reduced project delivery times by 30%.

## 👤 PROFESSIONAL SUMMARY

Strategic Senior Digital Producer with over a decade of experience leading complex digital projects from conception to execution. Expertise in optimizing user engagement through data-driven strategies and innovative content creation. Known for fostering collaboration across teams to deliver projects that exceed client expectations and drive measurable results.

## 💼 WORK EXPERIENCE

**Senior Digital Producer** 📅 Mar / 2018-Ongoing  
**Maple Leaf Consulting** 📍 Toronto, ON

1. Conceptualized and created all Home and Landing pages on VS.com, driving seasonal initiatives with over 15 site launches annually.
2. Coordinated project schedules with cross-functional partners to optimize workflow and efficiency.
3. Defined design and technical scopes needed to support business objectives effectively.
4. Managed interactive storytelling features on VS.com, overseeing creative development from kickoff to launch.
5. Ensured timely delivery and approval of project milestones to facilitate execution and validation.
6. Published daily site updates to support ongoing business operations and enhance user experience.
7. Supported testing of new site functionalities and collaborated with cross-functional teams to resolve issues promptly.

**Digital Producer** 📅 Mar / 2015-Mar / 2018  
**Lakeside Apparel Co** 📍 Chicago, IL

1. Developed comprehensive proposals, budgets, and schedules for various interactive projects, including microsites and landing pages.
2. Oversaw digital creative and development for online promotions, email, and SMS campaigns across multiple brands.
3. Ensured profitability and timely delivery of e-commerce projects by effectively managing resources and stakeholders.
4. Delivered detailed reports to executives on project milestones and product launches across multiple markets.
5. Executed content delivery strategies for over 30 digital partners, enhancing brand visibility.
6. Designed engaging digital assets for web, rich media, and mobile applications.

## 🎓 EDUCATION

**Bachelor of Arts in Digital Media** 📅 Mar / 2012-Mar / 2015  
**University of California** 📍 Phoenix, AZ

Focused on digital content creation and multimedia production.