



EVELYN WHITE

Marketing Communications Manager

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PROFESSIONAL SUMMARY

Results-oriented Marketing Communications Manager with expertise in crafting compelling narratives and managing cross-channel marketing initiatives. Skilled in leveraging social media, content marketing, and public relations to elevate brand presence. Adept at collaborating with diverse teams to align marketing strategies with business objectives and deliver measurable results.

WORK EXPERIENCE

Marketing Communications Manager

Pineapple Enterprises

📅 May / 2024-Ongoing
📍 Santa Monica, CA

1. Managed end-to-end marketing communications initiatives, ensuring alignment with organizational goals.
2. Developed and executed multi-channel marketing campaigns that increased program participation by 50%.
3. Created compelling content for various platforms, enhancing audience engagement and brand visibility.
4. Conducted market research to identify trends and optimize campaign strategies.
5. Collaborated with cross-functional teams to enhance brand messaging and communication consistency.
6. Analyzed campaign performance metrics to drive continuous improvement and achieve measurable outcomes.
7. Coordinated public relations efforts, managing media inquiries and enhancing brand reputation.

Marketing Communications Manager

Silver Lake Enterprises

📅 May / 2023-May / 2024
📍 Seattle, WA

1. Led the marketing communications team, providing strategic direction and fostering a collaborative environment.
2. Implemented digital marketing strategies that increased online engagement by 40%.
3. Developed marketing collateral that effectively communicated program benefits and features.
4. Analyzed industry trends to inform marketing strategies and enhance brand positioning.

EDUCATION

Bachelor of Arts in Marketing

University of Illinois

📅 May / 2022-May / 2023
📍 Denver, CO

Focused on marketing strategies, consumer behavior, and communication techniques.

SKILLS

Graphic Design



Budget Management



Project Management



Lead Generation



Audience Targeting



INTERESTS

🔧 Woodworking

🔭 Star Gazing

★ Theatre

🏠 Architecture

STRENGTHS

😊 Politeness

🚩 Determination

🚀 Ambition

✅ Dedication

LANGUAGES



English



Dutch



Japanese

ACHIEVEMENTS

- 🌟 Increased social media engagement by 30% through targeted content campaigns.
- 🌟 Successfully launched a brand awareness campaign that resulted in a 25% uptick in inquiries.