

# Evalyn Rose Drake

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## **Profile**

Skilled professional adept in creating high-impact strategies, programs and opportunities by improving performance and building revenue. Detail-oriented, organized and adaptable. Able to work under pressure and within tight deadlines.

## **Skills & Abilities**

### ***Project Management & Business Administration Skills***

- Created project plans and timelines for deliverables and activities.
- Reviewed and analyzed project documents; expedited materials, monitored and evaluated training enrollment and completion data.
- Coordinated internal resources and third parties/vendors for the flawless execution of projects.
- Created and maintained templates and comprehensive project documentation.
- Analyzed financial statements, sales reports and other performance indicators.

### ***Marketing & Communications Skills***

- Developed and implemented communication plan promoting trainings available to personnel.
- Designed and implemented marketing campaigns and employee incentive programs and contests.
- Planned, tracked and managed marketing communications budget.
- Built and executed social media strategies by generating, editing and publishing daily content on Facebook, Instagram and Twitter through original text, images and videos.
- Managed all phases of marketing campaigns: monitored production teams; guided vendors; oversaw print production and coordinated mailing process.

### ***Writing Skills***

- Researched and wrote newsletter articles.
- Produced a variety of business materials, including: letters, reports, proposals and forms.
- Drafted and edited Standard Operating Procedures (SOP) of employee transactions.
- Proofread and edited all referenced written materials.
- Produced media kit.

### ***Computer Skills***

- Demonstrated knowledge of Microsoft Word, Excel, PowerPoint, SharePoint, Outlook, MovieMaker, Adobe PhotoShop, InDesign, Content Management System (CMS), QuickBooks, Square Point of Sale System and Social Media Platforms such as Facebook, Instagram, Twitter, Pinterest, Hootsuite and others.

**Work  
History**

*Co-Owner/Social Media Strategist*  
Drätz Brewing Company, Loveland, CO 80537  
January 2018-Present

*All-Around Assistant (Part-time)*  
Brick Oven Pizza, Windsor, CO 80550  
August 2010-December 2010

*Marketing Communications Specialist*  
Accenture, Makati City, Philippines  
October 2005-February 2009

*Information Officer I*  
Commission on Population, Mandaluyong City, Philippines  
May 2003-September 2005

*DJ/News Writer (Part-time)*  
ComNet-DYCN, Roxas City, Capiz, Philippines  
August 2002-April 2003

*Training Officer*  
Gerry Roxas Foundation, Roxas City, Capiz, Philippines  
September 1998-February 2001

**Education**

*Bachelor of Arts in Mass Communication*  
St. Paul University, Quezon City, Philippines  
March 1997

- Bachelor's Thesis Awardee

**Other**

*Trainer:*

- *Operational Excellence (OpEx)*
- *First Things First*
- *Leadership Skills for New Supervisors*
- *Technology of Participation (ToP)- Workshop and Facilitation*