

# Evan Prowse

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## Skills Summary:

- Ability to translate technical and challenging subject matter into creative content that can be interpreted and understood by all.
- Strong written and verbal communication skills, being able to deliver both internal presentations and work with external stakeholders.
- Highly efficient project and time management obtained through working simultaneously across multiple teams, priorities and objectives.
- Data driven problem solver, crafted through the development of original studies in psychology/statistics and interpreting real industry data.

### Technical Skills:

- Web Design (HTML5/CSS)
  - Python Scripting
  - Research Design & Data Analysis (Qualtrics, SPSS)
  - Advanced Microsoft Office (Macros, Advanced Formulas)
  - Working Knowledge of Adobe Photoshop & Illustrator
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## Work Accomplishments:

### Product Marketing Associate: **SAP Canada**

Waterloo, Ontario // Jan 2015-Sept 2015

**In charge of the successful coordination for all SQLAnywhere NA product launch marketing activities. (Normally conducted by managers with 5+ years experience)**

- Designed & developed marketing assets including:
    - Whitepapers
    - Blog Posts
    - Video Advertisements
    - Sales Brochures
    - Social Media Content
  - Conducted market research and customer surveys
  - Developed data visualizations for internal marketing presentations
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## **Web Marketing Specialist: Lunarch Studios**

Waterloo, Ontario // May 2014- Sept 2014

**Developed and executed initial marketing and lead generation strategies proceeding the beta launch for an independent computer game.**

- Managed and developed content for Wordpress, Mailchimp, Google Analytics, Adwords
  - Created and curated content marketing material for the game's development blog
  - Designed and maintained company landing pages
  - Ran and organized a live streamed tournament featuring major community influencers that generated hundreds of thousands of unique views/ a substantial youtube archive.
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## **Marketing Coordinator: Canadian Tire Corporation**

Toronto, Ontario // Jan-May 2013 & Sept-Jan 2014

**Assisted the category buyers for both hunting/fishing and automotive, working with vendors to ensure promotional materials was accurate for the weekly print flyer and online.**

- Prepared/analyzed market information and consumer data to assist in the product line review process
  - Worked with vendors to acquire marketing materials for the weekly flyer and online (e.g. product images, pricing)
  - Developed custom excel templates used for the planning of promotional scheduling
  - Analyzed sales data to provide product performance updates
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## **Education:**

### **Bachelor of Arts, Honours Psychology and Business (Co-op)**

**University of Waterloo**

Waterloo Ontario 2011- 2016

**BA in psychology and business with an emphasis on Industrial/Organizational psychology and research methods. Business studies included courses in: accounting, management, economics, marketing, entrepreneurship and communications.**

#### **Accomplishments:**

- Graduated on the Dean's List
- Researched and designed an optional honours thesis examining abusive leadership effects within the workplace