

Eric Evans

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Leading creative with timeliness, consistency, and innovation.

I would like to help companies develop brand personality, consistency, and timeliness. I have extensive experience in marketing and branding several companies within a wide variety of industries.

There are several other aspects of my background that illustrate my qualifications and why I will be an excellent addition to any organization. Here are just five reasons:

- 23 qualified years of combined experience in the creative communications field.
- Oversaw large quantity of projects through Project Management System.
- Trained Tony Robbins results business coach. Benefiting efficiencies and desired outcomes.
- Developed and cultivated many vendor relationships to ensure quality and timeliness.
- Received many commendations for leadership excellence. (department of the year)

My talents in marketing and branding, coupled with a clear understanding of the dynamic nature and functions of the Communications industry would be valuable to a proactive, growing team.

Thank you for your time and consideration, as I look forward to setting up an initial interview.

Sincerely



Eric Evans

P.S. Please call me on my direct line at 405-802-5412.

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Employment

Mathis Brothers Corporation

Privately owned national furniture retailer: Mathis Brothers Furniture, Maths Sleep Center, Ashley Furniture, LaZboy, Thomasville Drexel Henredon, Bijan Rugs, LBJ Rugs, Lady Americana, Reno Mart, Ranch Steakhouse, Mathis Wellness, and MB Clinic

Oklahoma City headquarters, Tulsa, Los Angeles, and Palm Springs
1,500 employees

Marketing Brand Manager

MARCH 2011 - NOVEMBER 2013

Overall the brand vision for Mathis' stores, products and programs with creativity, consistency, and timeliness. Responsible for developing and executing creative concepts for integrated marketing campaigns, and company events, and communications, while ensuring brand integrity and consistency. Managed staff of (7), including: five designers, copywriter, and coordinator. Managed the expectations and cost analysis of outside creative and production vendors.

ACCOMPLISHMENTS

- Voted 2012 Department of the year and employee of the month for February, June, and August for three different staff members.
- Directed the launch of a RE-brand for all four Mathis Brothers Furniture stores with new creative and more consistent solutions for print, signage, and web.
- Tripled production with the same number of staff using project management system Basecamp. Supported a total of 15 different companies with a production support process throughout the U.S. with signage, web, and advertising initiatives.
- Designed a completely new brand for Factory Direct which led to a sales increase of 25%. Including, but not limited to: print, signage, web, and commercials.
- Increased membership sales for the OKC Zoo, Science Museum, and Orchestra League by 300%. All organizations are supported annually by Mathis.
- Improved Rug sales 35% by developing seasonal rug collections and a new, higher standards for the LBJ brand.

Trévo Corporation

Global multi-level marketing company producing and marketing a nutritional supplement. Christian World Soundtracks is a national distributor of Christian soundtracks and CD collections.

Oklahoma City headquarters
35 employees

Creative Director

MARCH 2009 - NOVEMBER 2011

Created the entire brand vision for Trévo Corporation and other products with creativity and consistency. Responsible for executing creative concepts for integrated marketing sales promotions and back office tools, while ensuring brand innovation and timeliness.

ACCOMPLISHMENTS

- Developed and created the entire brand. Including, but not limited to: nomenclature, color scheme, corporate brand, product brand, information graphics, and promotional material.
- Grew distributorship sales 50 million in the United States, Mexico, Spain, and Nigeria.

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Chesapeake Energy Corporation

The second-largest producer of natural gas, the 11th largest producer of oil and natural gas liquids and the most active driller in the United States

Oklahoma City headquarters
7,000 employees

Creative Services Manager

FEBRUARY 2008 - MARCH 2009

Overall the concept to production of all Chesapeake's internal and external marketing / branding. Implemented and maintained a new project management system. Directed a staff of (8), 3 designers, 3 copywriters, and two coordinators. Managed the expectations and cost analysis of all production vendors.

ACCOMPLISHMENTS

- Brought 75% of all internal and external marketing in-house.
- Doubled the production by implementing Sharepoint.
- Delivered completely new brands for the following affiliates or departments: Land Development, CHK Fitness, 6100 Catering, Elements Cafe, Nomac Drilling, Classen Curve, Human Resources Department, and intern program.
- Created the submission to Fortune Magazine "100 Best Places to Work" that placed 61st.
First time to make the list

Level Two

Advertising, creative branding agency (formerly LCR Group)

Dallas
15 employees

Creative Director

JULY 2001 - FEBRUARY 2008

Overall concepts to production for entire agency. Created and managed external brand standards for five main clients. Mentored and directed a staff of (3) designers.

ACCOMPLISHMENTS

- Awarded the agency of record for TXU Energy, Dr Pepper/7up, Direct Energy, and Hudson Energy.
- Grew agency's annual billings from \$0 to \$10 million.
- Founded the creative department while implementing production management processes using Clients & Profits software.

Skills

- Adobe Creative Suite (InDesign, Illustrator, Photoshop).
- Press-Check and Quality Control Experience in printed, promotional, and interactive material.
- Managed creative within three project management systems: Basecamp, Sharepoint, and Clients & Profits.

Education

- Graduated from Oklahoma State University (Stillwater) with a BFA in Graphic Design in 1990.
- Completed Tony Robbins results business coach training in 2008.

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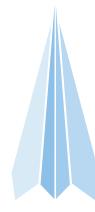
Oklahoma / Department of Human Services

61 Hundred
CATERING



CHRISTIAN WORLD SOUNDTRACKS

citi financial
mortgage



RETAIL / RESIDENTIAL / COMMERCIAL



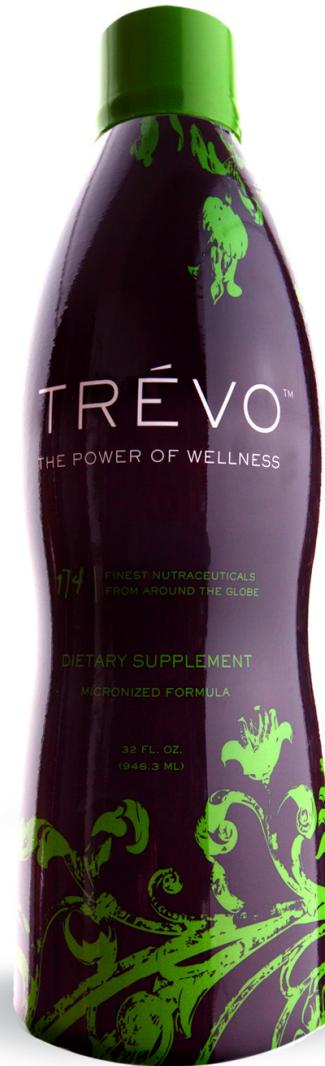


CHK Fitness Center

Developed the entire new brand for the internal fitness center at Chesapeake. Created a simple yet positive color palette to give the brand energy.



The screenshot shows the Trevo LLC website homepage. At the top, there's a navigation bar with links to Company, Product, Opportunity, System, TrevoTV, TNN, Office, and Join. Below the navigation is a large image of a purple dietary supplement bottle with green floral graphics. The text "Finally, it's here" is overlaid on the image. To the left of the main content area, there's a "Pre-Launch Countdown" from May 1 to October 31, showing 152 days, 7 hours, 36 minutes, and 26 seconds. Below the countdown are four sections: "Meet the founders" (Mark and Holli Stevens), "174 Global Ingredients" (described as the top nutraceuticals from around the world), "Health Benefits" (Trevo's doctors discuss all of the benefits), and "Business Opportunity" (Discover this great business model. Click to play video). At the bottom of the page, there's a footer with links to TREVO NEWS, myTrevo, and site navigation.



Trevo Corporation and product brand

Trevo means power of three. The three overlapping leaves enforce the mission of the company.

Created the corporate logo, product label, websites, and all marketing material.



Chesapeake entry to the Fortune 100

Created the concept for Chesapeake's entry for Fortune 100 Magazine. Reel Perspectives plays off of real perspectives that each employee that was interviewed for the entry. The view master was the inspiration for the theme. Designed an entire book to complement the theme. Each chapter of the book has a reel of photos to view in the Viewmaster.



Chesapeake Energy human resources department

Branded human resources department with campaign called 7000 + YOU. Each individual candidate is very important in making up the entire company. Designed this new hire pocket folder and brochure.



Citi Financial Mortgage marketing campaign

New name for existing business needed an awareness marketing campaign for its B2B and B2C business. Concept illustrates strength of service.



citi financial
mortgage

Okay, so fly fishing isn't our specialty.
But service is what we're all about. CitiFinancial Mortgage™ is
committed to being there for our correspondent bankers with
the products you need and the service you deserve.
At CitiFinancial Mortgage, we're serious about service.

1.800.232.6901
www.yesbanker.com

Equal Housing Lender
Member of citigroup

Chesapeake Land Development Company

Designed the icon and website for a new business within Chesapeake Energy. Helped determine how the functionality of the site could expand with the growth of the new company.

The screenshot shows the homepage of the Chesapeake Land Development Company. At the top, there's a green header bar with a dropdown menu for 'SELECT STATE' containing 'OK', 'TX', and 'WV', and a 'SHOW ALL' button. Below the header is a navigation bar with the 'CHESAPEAKE LAND DEVELOPMENT' logo and links for 'LAND | OFFICE | RETAIL'. A search bar labeled 'PROPERTY LOOK-UP' with dropdown menus for 'All States', 'Land', and 'Sale', and a 'SEARCH' button is visible. The main content area features a background image of a construction site with workers and scaffolding. Overlaid on this image is the text 'Chesapeake Land Development Company (CLDC) is putting the same creativity and innovation into the area of real estate development that our parent company, Chesapeake Energy Corporation, has used to succeed in the energy industry.' and 'This site showcases the properties we have available for development in retail, residential, commercial and land. We've got the property to fit your investment portfolio, project or lifestyle.' At the bottom of the main content area, the word 'INNOVATION' is written in large white letters, followed by 'in development' in a smaller font.

Branding by Eric Evans at cleaver |

Bijan

{ DESIGNER RUG OUTLET }

THE PREMIER SOURCE FOR AUTHENTIC RUGS

MON-WED 10-6 THU-SAT 10-8 SUN 11-6 3802 W RENO OKC OK 73107 405 951 1400

Bijan Rugs

Designed this ad campaign to attract and connect interior designers. The focus of the imagery is "fashion is interior design".

LOWEST PRICES OF THE YEAR

HOLIDAY RUG EVENT

2 FOR 1
BUY ONE GET ONE FREE!
ON SELECTED WOOL RUGS. SEE STORE FOR DETAILS.

HAND-KNOTTED WOOL RUG CLOSEOUTS*

* WHILE SUPPLIES LAST

Bijan

{ RUG OUTLET }

THE PREMIER SOURCE FOR AUTHENTIC RUGS

MON - SAT 10-6 SUN 11-6
3802 W RENO OKC OK 73107

405 951 1400