

# EVAN M. GRABENSTEIN

Austin, TX

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## SUMMARY

I am a highly driven "Jack of All Design Trades" with extensive Marketing, Graphic, Web, and UX/UI Design experience comprising over ten years of continuous achievement and growth. I'm seeking ever-increasing challenges in creative fields while aiming to exploit my expertise in the following:

- Email Campaign Administration
- Event Coordination, Planning & Execution
- Search Engine Optimization
- Budgeting/ROI Analysis
- Social Media Management
- Adobe CC/Photoshop/Illustrator/InDesign
- WordPress Development/Management
- Microsoft Office/ Word/Excel/PowerPoint
- CRM Mailchimp/Salesforce/NetSuite
- Photography & Videography

## PROFESSIONAL EXPERIENCE

### MARKETING COORDINATOR—IRON SOLUTIONS INC

May 2017–Present

Develops and implements company advertising, marketing, and communications programs regarding its highly technical services, in order to build brand awareness, increase sales, and ensure clear communications regarding a variety of matters. Additionally, supports all internal messaging initiatives and events.

- Developed #AppraiseTheSleigh brand awareness charity campaign, resulting in a 50% increase in actionable leads over previous quarters and raised \$2000 in donations for Toys-for-Tots®.
- Curates bi-weekly newsletter sent to over 20,000 recipients, boasting an average open rate of 25% and directly responsible for over \$100,000 in revenue each year.
- Implemented a marketing calendar to improve transparency of any and all email, social, and promotional campaigns, resulting in a direct increase in organizational clarity and efficiency.

### CREATIVE DIRECTOR—INEBRIATED SHAKESPEARE

August 2015–Present

Director of all creative and marketing for all shows and performances of those shows. Plans and executes advertisements, monitors brand campaigns, and shapes brand standards. Maintains company website.

- Built a fully functioning ticketing website to facilitate pre-sale of tickets to shows, resulting in a 600% increase of ticket sales for the 2018 season which maintained for future seasons.
- Implemented an automated email campaign to past ticket purchasers resulting in an 28% increase in attendance at shows for the remainder of the season.

### MARKETING MANAGER—TRADEPRO GROUP LLC

July 2015–May 2017

Marketed services by developing and implementing marketing and advertising campaigns; tracked sales data; ordered and maintained promotional materials; planned meetings and trade shows; maintained informational databases; prepared reports.

- Established an Email Campaign SOP in-line with company brand standards, increasing open and click-through rates while also providing the sales team an average of 30% more actionable leads than previous campaigns.
- Devised a new, intuitive, and streamlined set of forms for affiliated members to submit flooring damage reports, reducing data entry errors by 78%.

### CAREER COUNSELOR—US ARMY

July 2010 – June 2014

Counseled and mentored Soldiers and family members regarding Army benefits, programs, and opportunities. Planned and executed marketing campaigns designed to promote employee retention through the use of various mediums to include flyers, brochures, posters, and social media. Responsible for the design and procurement of promotional products. Coordinated and conducted reenlistment events.

- Coined a new retention slogan prompting company pride, loyalty, and fellowship resulting in a direct increase in employee retention rates to become so successful the slogan became the Company's motto.
- Administered the distribution of over \$250,000 in reenlistment bonuses with zero errors.

## EDUCATION

B.S.—Business Administration (Major: Management; Minor: Marketing), Post University, Waterbury, CT

Full-Stack Developer Bootcamp—Nashville Software School, Nashville, TN