

# Evan McCullough

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[EvanAMcCullough.com](http://EvanAMcCullough.com)

## EDUCATION

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### **Suffolk University Sawyer Business School**

BSBA Degree Candidate

Boston, MA

May, 2014

- Major: Information Systems
- Major GPA: 3.9

## EXPERIENCE

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### **Federal Reserve Bank of Boston**

Corporate Communications Intern

Boston, MA

May 2013– Present

- Research and evaluate the online presence of the Federal Reserve System and other external organizations; make recommendations to Federal Reserve Bank of Boston Communications staff.
- Collaborate with Bank staff to acquire, create, and adapt existing content to help expand and enhance Federal Reserve Bank of Boston's public web site, BostonFed.org.
- Help craft, administer, evaluate, and present findings of surveys to better understand usage and effectiveness of social media.
- Select Projects:
  - Social Media Survey for Interns – Created, distributed, and compiled results for a survey to interns throughout the Federal Reserve System to see which social media channels they use, how they use them, and what they think of the Federal Reserve in regards to social media.

### **Commonwealth of Massachusetts ITD**

Mass.gov Content Analyst Intern

Boston, MA

June 2012 – May 2013

- Assisted agencies in evaluating effectiveness of public web sites for accessing agency information, contacts/resources, forms and directional guidance.
- Evaluated content and screen navigation logic that improved user experience via revised web presentations (i.e. eliminated redundant, outdated and trivial material).
- Assisted in developing and conducting usability tests during pre-deployment.
- Developed proficiency with Mass.gov's new CMS platforms and associated tools.
- Responsible for performing IA / content changes that cannot be done in batch mode.
- Informally recognized by Portalization Team for ability to create pages efficiently and quickly.
- Select Projects:
  - Assisted in the portalization multiple department's public websites including:
    - Massachusetts Teachers' Retirement System <http://www.mass.gov/mtrs/>
    - Massachusetts Department of Agricultural Resources <http://www.mass.gov/agr/>
    - Massachusetts Department of Environmental Protection <http://www.mass.gov/dep/>

## SKILLS

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Content Management Systems, CSS, Dreamweaver, Git, Google Analytics, HTML5, Microsoft Office Suite, MS Access, MS Visio, MS Visual Studio, Ruby on Rails HTML/CSS, Xcode

## PERSONAL INTERESTS

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Crossfit, Sports, Developing Personal Websites (profile, blog, social media), Learning and Perfecting New Programming Languages