



EVAN MANN

DIGITAL MARKETING

ABOUT ME

I am a creative, technical, and strategic digital marketing professional with strong communication skills.

CONTACT ME

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SKILLS

CREATIVITY



COMMUNICATION



MARKETING



TECHNICAL



WORK EXPERIENCE

Digital Marketing Specialist at CAPTRUST

2023 - present

Managing the firm's email marketing campaigns, including creating and sending newsletters, invitations, prospecting emails, and tracking and reporting metrics. Running the company's social media presence on LinkedIn and Facebook. Additionally, utilizing Microsoft CRM and marketing automation to create workflows that bring insights and drive lead generation.

Digital Content Specialist at IRONNET

2022 - 2023

Produced engaging marketing materials, social media content, and sales resources to effectively communicate the company's story through various channels. This involved writing content, managing social media, and creating videos and other multimedia to promote the company's brand to relevant audiences.

Internal Communications Specialist at SAS

2015 - 2022

Developed innovative communication strategies, campaigns, and content across various channels to drive brand awareness and employee engagement. Key responsibilities included producing videos, writing and editing content, managing the intranet and WordPress websites, and facilitating internal communications.

EDUCATION

Professional Communication and Managerial Skills

Graduate Certificate | North Carolina State University | 2016 - 2017

Bachelor of Arts in Film Production

Emerson College | 2010 - 2014