ANDREW EVANS  
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**PROFESSIONAL EXPERIENCE**

**VCL Broadcasting**, Marketing Communications Manager, Jan 2012 – Nov 2016

* Manage corporate marketing and communications functions, overseeing a $2.3M budget and 8-member team
* Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral, and tradeshow marketing
* Led market launch of 21 new products. Identified opportunities, researched new product possibilities, collaborated with engineering team and created campaigns generating $2.6M in annual sales

**Portent**, Marketing Supervisor, Apr 2010 - Dec 2011

* Expanded client base by 78% in three years by consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction
* Closed new accounts as a member of business-development team, including a $1.5M win with Action Company and a $1.2M win with JFK Corp

**Creative Circle**, Copywriter, Jul 2008 - Mar 2010

* Created concept and copy for journal ads, direct mail campaigns and sales collateral for diverse clients and projects
* Generated campaign response-rates of between 6% and 8% (up to 4 times the industry average).

**Blue Fountain Media**, Project Manager, Jun 2006 - May 2008

* Served as primary copywriter on advertising campaigns for multimillion-dollar accounts and successful product launches
* Assumed a lead role in pitch team meetings due to strengths in presentation and negotiation skills, and helped close major accounts ($500K to $1M+ initial contracts)

**EDUCATION**

University of Toronto, Toronto, ON  
*Bachelor of Science, Major in Commincations, Minor in English*