

# **EVON BUTLER-FELIX**

## **Digital Communications Specialist/Marketing Consultant**

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### **Areas of Expertise**

- Email Marketing
- Website Design/Development
- Print/Ad Design and Publication
- Branding
- Direct Mail Campaigns
- SEO
- Social Media Management
- Blogging
- UI/UX Design

### **Technical Skills**

- HTML/CSS
- Photoshop
- In Design
- Illustrator
- Dreamweaver
- Wordpress
- Hootsuite
- Microsoft Office
- Google Analytics/Webmaster

### **Freelance Experience**

#### **July 2015-present-*Board Member / Social Media Manager / InSource***

- Manage and create relevant content to be used on major social media sites to develop brand awareness, generate inbound traffic
- Collaborate with board members and design team on a weekly basis to brainstorm goals associated with their social media strategy
- Also responsible for creating and managing content used to promote company sponsored events and fundraisers through their social media platforms
- Responsible for implementing engagement strategy for potential members and current members
- Analyzing social media strategy results using Google Analytics, Hootsuite and reporting results back to board members

#### **July 2013-August 2015 / *Administrative Assistant/Marketing Coordinator/Design Consultant / Business to Business Network Vision/Boys and Girls of Tomorrow with Purpose***

- Assisted in executing marketing strategies to promote non-profit company in the community by:
  - Creating marketing communications such as flyers, brochures, websites, t-shirts and other promotional materials
  - Collaborated with the CEO in posting these materials on social media sites

- Participating in promotional events such as networking events, community events and workshops to create awareness about company vision
- Aggregating collateral from these events to create and write copy for their upcoming newsletter
- Researching ideas and locations for their next events
- Brainstorming ways to market these events to both consumers and businesses

**September 2012-March 2014 / *Design Manager / Concept Solutions/ La Bonita Kidz and Teenz***

- Responsible for assisting CEO execute web marketing strategy for both companies by:
  - Designing company websites for promoting various community events
  - Participating in promotional events such as networking events, community events to create awareness about company vision
- Also executed recruitment strategy by:
  - Creating brochures, flyers, postcards, posters for each recruiting event and posting them on social media
  - Interviewed and selected candidates for graphic/web positions

**Professional Experience**

**December 2007-July 2013 / *Lead Designer and Web Developer / American Debt Counseling***

- Collaborated with marketing manager, CEO to produce company marketing materials such as:
  - Brochures/ business cards
  - PowerPoints presentations, print/email newsletters
  - Posters, websites, flyers, magazines, catalogs
  - Web banner ads, flash presentations
  - Daily management/maintenance of company internet/intranet sites
  - Collaborated with outside vendors in establishing relationship with for design needs
  - Involved in B2B purchasing decisions regarding in-house printing/finishing equipment
  - Consulted with media and other promotional companies in achieving marketing goals
  - Collaborated with programmers to assist in designing company UI sites

**April 2005-October 2007 / *E-proposal Specialist/Web Developer/ Cendyn***

- Worked with production manager to build out electronic sales proposal websites for sales managers at hotel marketing firm:
  - Used Photoshop to slice out images and insert them into Dreamweaver template
  - Used proprietary CMS to upload content produced by client hotel inside template
  - Proposals were then QA'd by production manager and QA team before being uploaded to the server for client use
  - Also edited Flash presentations (upon request of the client) included in the website

## **Education**

Finishing Masters in Marketing at Lynn University, expected graduation Fall 2016-current GPA 3.3

Bachelor of Science in Interactive Media Design-Art Institute of Fort Lauderdale, 2007

## **References**

Available upon request.