

EVANGILLESPIE

Full Stack Marketer +
Digital Designer

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Hello, I'm Evan Gillespie!

I am a full-stack marketer who helps brands stand out and connect with their audiences through content creation, web design strategies and digital experiences. I am creative, passionate and energetic. My wide skillset has prepared me to work in multiple roles that require creative, strategic and excellent communication skills.

WORK EXPERIENCE

Bangarang Digital

Founder / Owner

2020 July - Present

- Led design for clients website redesigns and optimized content for SEO
- In charge of securing new business, on-boarding and creating project briefs
- Following up with clients on monthly SEO campaign progress
- Project managed website design & development projects and Facebook ad campaigns

Dilawri Auto Group

Digital Marketing Specialist

2019 May - 2020 January

- Maintenance of all dealership websites via the custom CMS including but not limited to monthly promotions, news, events, campaign landing pages, and staff directories
- Custom code and design landing pages, model information pages
- Develop website content and copy from a search engine marketing perspective to maintain top organic search engine results
- Coordinate and facilitate social media content development and campaign execution
- Build, design and execute email marketing campaigns via MailChimp for sales, service and parts departments
- Design various digital and print materials following strict brand regulations
- Report on and track monthly campaigns via Google Analytics

Creative Spark Design

Marketing Designer

2019 January - May

- Lead in the design, development and implementation of the graphic, layout and production communication materials for multiple clients including digital, print and multimedia content
- Supervise the assessment of all graphic materials to ensure quality and accuracy of the design
- Manage and update multiple client websites with a focus on SEO and all email direct marketing initiatives

Hot Soup Marketing Group

Digital Design & Marketing Intern

2018 September - October

- Responsible for managing client Wordpress websites
- Design user flows and interfaces to engage users and optimize pages to reach specific goals on multiple company's websites
- Strategize ways to increase clients web presence creatively through SEO and content marketing
- Plan and Implement digital marketing and web strategies

EDUCATION**New Media Design & Web Development, Certificate**

British Columbia Institute of Technology

2017-2018

Business Administration, Diploma

University of the Fraser Valley

2013-2016

EXTRACURRICULARS**Wrist Collective**

Owner and Operator

2016

- Created online brand and e-commerce store selling premium men's bracelets and accessories
- Marketing, sales, online advertising on Instagram and Facebook
- Experience dealing with logistics with manufacturer in China

**Google Analytics Individual Qualification Certificate**

Completed Certification

2017

Hubspot Inbound Marketing Certificate

Completed Certification

2020

PASSIONS + INTERESTS

- Online and social media marketing
- UX/UI Design
- Photography + content creation
- Digital marketing Strategy
- Visual communication through branding, typography + layout composition
- Travel
- Fitness

SOFTWARE SKILLS

- Adobe CC: Photoshop, Illustrator, InDesign, Lightroom, Premiere, After Effects
- Tech: HTML5, CSS3, JavaScript, Facebook Ads, Basic Google Adwords
- MS Office: Word, Excel, PowerPoint, Access, Wordpress, Mailchimp, Monday.com
- In Progress: Webflow, Sketch, Figma, Zapier