Branden Chas Evans

Marketing, communications and design

Virginia Beach, VA | branden.c.evans@gmail.com | linkedin.com/in/brandencevans | brandencevans.com

SUMMARY

Marketing, communications and design professional with eight years at a food brand. I write and send the email newsletter, design packaging and develop products from recipe to shelf. I track results in HubSpot and Shopify and work in Adobe Creative Suite. Earlier work in federal proposal management, research and analysis.

EXPERIENCE

Global Prepare LLC (Mother Earth Products) Sep 2018 – Sep 2026
Virginia Beach, VA

Creation and Analytics Specialist Jun 2024 – Sep 2026

- Wrote, designed and sent the monthly customer newsletter in HubSpot: 24 newsletters and 51,000+ emails delivered from Oct 2024 to Sep 2026, at a 99.7% delivery rate and 821 clicks. Tracked open, click and delivery rates in HubSpot and Shopify.
- Kept one brand voice across the newsletter and blog posts.
- Wrote and designed the Mother Earth Products Brand Style Guide: logo use, color, typography, packaging, email and voice. Available to review on request.
- Planned, recorded and edited video for social platforms. Designed website graphics and six product packages, working with print vendors from proof to finished product.
- Led recipe development with dried ingredients for new products.

Digital Marketing and Research Specialist Sep 2018 – Jun 2024

- Created the Instant Hummus Mix from recipe through packaging design. 4,955 units sold since the 2022 launch.
- Helped produce the monthly customer newsletter from 2018, sent only to engaged contacts. Best sends reached a 40% open rate and a 6% click rate.
- Planned and ran digital campaigns informed by market research and data analysis.
- Built content strategies to raise engagement and retention, and analyzed consumer trends to guide product positioning.

Freelance: Independent Creator and Digital Marketing Consultant Mar 2020 – Present

- Produced a full-site tutorial for Let's Talk Senior Care, an online senior forum, with screenshots, screen-recorded walkthroughs, and callouts and arrows made in Photoshop, designed for senior users.
- Provide digital marketing, content strategy and design for small businesses and creators.
- Design packaging concepts for personal and client projects, and develop recipes and product ideas from customer feedback.

Colonial Property Group, Inc. Aug 2016 – Sep 2018
Proposal Manager

- Managed the full proposal process for federal contracts, from finding the opportunity to final submission, including HUD bids through FedBizOpps.
- Led a team of 10+ writers, designers and editors to produce compliant bids valued at $95M+.
- Ran timelines, compliance checks and production so every submission went in on time.

Earlier experience 2013 – 2015

Management Analyst, Infinite Resources (Pentagon, 2015). Project Assistant and Senior Research Specialist, Virginia Tech Transportation Institute (2013–2015). Mechanical Engineering Intern, Norfolk Naval Shipyard. Architectural Intern, Clark Nexsen. Details on request.

EDUCATION AND CERTIFICATION

Virginia Tech, B.S. Psychology 2012

Advanced Technology Center, Computer-Aided Drafting and Design 2007

Lean Six Sigma Green Belt 2010

SKILLS

Tools: HubSpot, Shopify, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Microsoft Outlook. **Work:** email marketing, content creation, brand voice, packaging and graphic design, product development, marketing research, project management.

Outside work: drawing and painting, woodworking, model building, cooking, clothing design, plant care.