



EVAN DIEHL

Content Manager, Digital Advertiser

Contact



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Richmond, VA

Education

● Bachelor of Arts

James Madison University

Dance

Creative Advertising

Skills

- Choreography
- Adobe Creative Suite (Id, Ai, Ps)
- ETC ION Light Board
- Microsoft Suite (Excel, Word, PowerPoint)
- Google Drive

Certifications

- Hootsuite Certification
- Social Media Management Certification

Relative Coursework

● SMAD 315- Digital Social Media Advertising

James Madison University - Dr. Talé Mitchell

Fall 2023

- Create effective consumer-targeted content across digital social media platforms.
- Audited client's social media presence and their competitors.
- Collected research through social listening, monitoring, and conversation analysis.
- Reviewed share of voice and sentiment scores.
- Developed SWOT analysis and metrics.
- Analyzed audience to create target audience personas.
- Established a brand voice and guide.
- Optimized profiles on all active social media platforms.
- Created content ideas, sample content, and mockups.
- Devised posting strategy and content calendar.
- Assessed metrics and ROI.

Work Experience

● PR Intern

East 2 West Collective

June 2024 - July 2024

- Track and report on media coverage related to the company, competitors, or industry trends.
- Help maintain and update media contact lists.
- Assist in reaching out to journalists, bloggers, and influencers to pitch client work.
- Red Carpet Management
 - Direct the client through the red carpet, ensuring they hit key photo spots and stop for interviews with major media outlets.
 - Introduce your client to key journalists and photographers, facilitating interviews and photo ops.

● Shift Manager

Jimmy John's

July 2023 - May 2024

- Direct a team of 2-6 staff members.
- Manage daily tasks focused on efficiency and workflow.
- Monitor financial performance and plan accordingly for day to day needs.
- Display strong decision-making skills in resolving conflicts, handling emergencies, and addressing operational challenges promptly and effectively.

● Student Technical Director

James Madison University Dance Department

Aug 2021 - May 2023

- Coordinated rehearsals, production meetings, and technical rehearsals to ensure all aspects of the production ran smoothly and according to schedule.
- Developed and maintained production schedules, run sheets, and cue lists.
- Collaborated with choreographers, designers, and technical staff to interpret and execute the artistic vision.
- Resolved conflicts and addressed issues as they arose during rehearsals and performances, demonstrating strong problem-solving and decision-making skills.
- Implemented effective communication strategies to disseminate important information to dancers, crew members, and faculty, facilitating a cohesive and positive working environment.