

EVANN E. WEBB

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With nearly a decade of Digital Marketing expertise and four years of working with startups, I thrive on devising innovative strategies to build community engagement and audience connectivity. My creative and analytical prowess enables me to formulate comprehensive cross-channel communication strategies, effectively propelling revenue growth across diverse sectors including eCommerce, Beauty, and Food & Beverage.

EXPERIENCE

VVK PR + Creative (*Full-service PR agency managing ~\$3 million across various national brands*)

Remote

Account Executive/Digital Strategist

Jul. 2022 – Present

- Led social channel proposals to support the CEO and VP of PR in securing 3 valuable agency clients through new business pitches
- Orchestrated winning channel strategies for Facebook, Instagram, TikTok, and Twitter, ensuring contract renewals for 4 key clients and safeguarding approximately \$1M in annual revenue
- Pioneered new influencer program for a retail partner, driving a +56% surge in reach within 30 days, effectively bolstering social followers

ILERA Apothecary (*Pre-seed clean beauty startup providing cruelty & chemical-free products for all skin types*)

Detroit, MI

Marketing Associate

May 2022 – Jan. 2023

- Collaborated closely with the founder/CEO to uncover product placement opportunities, resulting in features within a Viacom television series and a strategic international influencer seeding initiative in Grenada with product gifting for over 40 creators, amplifying brand exposure
- Acquired the Comcast RISE grant, facilitating the creation of a 30-second TV commercial and a 180-day media placement schedule, significantly enhancing brand visibility
- Enlisted freelance content manager to develop evergreen content, strengthening our online presence and enhancing brand representation across web and print materials

Dame Products (*Series A DTC startup helping to close the pleasure gap via innovative wellness products*)

Remote

Social Media Manager

Nov. 2021 – Apr. 2022

- Led the design team in the creation of high-impact strategies with content-first storytelling, resulting in +150% in monthly content production
- Introduced and integrated a new social media tool to unlock revenue on Instagram, achieving extraordinary growth of +500% within 30 days
- Cultivated a thriving community through monthly brand collaborations and tapping into culture-driven moments to captivate the target audience; maintained relationships with a roster of 150 micro & macro/VIP influencers and brand ambassadors
- Collaborated with an external agency to orchestrate always-on and holiday-specific influencer campaigns, coordinated with team of 4 to strategize on brand amplification, visibility and resonance

Bloomscape (*Series B DTC startup modernizing the online garden industry*)

Detroit, MI

Social Media Specialist

Sept. 2019 – Oct. 2021

- Spearheaded development of brand pillars and an innovative organic social media strategy, resulting in +50% followers in 6 months
- Built an influencer marketing function, orchestrating end-to-end campaign development and contract management. These initiatives played a pivotal role in propelling the company's annual sales to \$20M
- Maintained and nurtured deep relationships with influencers to support various events, product launches, and both evergreen and holiday-specific campaigns; Managed a dynamic roster of 50+ creators to effectively convey the company's brand narrative and product offerings
- Collaborated with cross-functional teams including product, supply chain, and marketing, orchestrating the successful execution of promotional photo and video shoots to showcase our offerings in the most impactful light

City of Detroit

Detroit, MI

Digital & Social Media Associate

Feb. 2017 – Sept. 2019

- Recognized an untapped opportunity to establish connections via owned channels, devising storytelling content for YouTube and Gov TV
- Led a comprehensive website rebuild initiative, orchestrating collaboration with IT, photography, and the Chief of Staff, leveraging research from internal focus groups with over 30 departments to formulate a robust core messaging strategy
- Collaborated with the Director of Digital & Social Media to oversee and maintain the Mayor's social channels, including Twitter and Facebook

Warby Parker

Detroit, MI

Senior Advisor

Oct. 2016 – Feb. 2017

- Showcased product expertise while effectively conveying the company's core values to customers through visual merchandising strategies
- Led a team of 5 junior associates, offering valuable insights and constructive feedback to foster their professional growth and team cohesion

EDUCATION

Michigan State University – East Lansing, MI

2011 – 2015

Bachelor of Arts, Journalism

ADDITIONAL

How I Fuel My Creativity Outside of Work: Creating content for my own fashion & lifestyle platforms, producing and hosting podcast episodes for "Damsels in Detroit," studying the latest trends on Instagram, Threads, and TikTok