

MONIQUE EVANS

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PROFESSIONAL SUMMARY

More than fifteen years of management experience in the areas of Sales & Marketing in Travel, Lifestyle & Cause industries. Proven ability to develop and lead highly effective campaigns and produce dramatic increases in demand, revenue and profitability. Adept at formulating strategies and plans. Able to establish campaigns and programs at the global level. Highly proficient at negotiating contracts, developing partnerships, and supporting sales efforts. Equipped with outstanding presentation, leadership, and communication skills.

CORE COMPETENCIES

- Brand Management
- Business Development & Analytics
- Project Management & Budget Planning
- Retail & Digital Marketing
- Strategy & Campaign Execution
- Leadership & Teambuilding

PROFESSIONAL EXPERIENCE

JUMPSTART BRANDING, Santa Monica, CA

2012 - Present

Founder & Managing Director

- Specializing in brand development, marketing strategy, integrated campaign development, brand repositioning, social media planning & management, website development, digital media, event management, business development, affiliate programs, retail marketing
- Clients include Passion Crate, Celebricause, AffirmIts, Kavana Imporium, Spiral Energetics, Villa Merdu & Recording Studio, Summit on the Summit, SYRV [makegoodhappen], THQ Inc, Jura Capresso, Jiquilillo Beach Resort, Worldview Travel, ZMJ, Loudvine, Surfrider Foundation

SYRV, Santa Monica, CA

2008 - Present

Founder & Executive Director

- Founded nonprofit organization to develop, organize and manage sustainable projects in developing countries focusing on Human Rights, Environmental & Social Development
- Sustain and manage projects with ongoing fundraising, program management and community initiatives
- Developed programs and organized over 120 volunteers to work on SYRV initiatives including water purification, clean ocean education, building community center, computer, art and music classes
- Raised over \$125,000 in community donations within one year
- Funded and built SYRV Community Center serving 1000+ residents in Nicaragua
- 20,000+ people have successfully received clean water from SYRV initiated programs

VILLA KUBU / LATALIANA , Seminyak, Bali, INDONESIA

2014 - 2015

Senior Marketing Director

- Successfully managed a 23-villa resorts rebranding & repositioning within competitive market place
- Developed social media platforms & strategy resulting in sales increase
- Managed (2) website upgrades with strong usability focus
- Reviewed & optimized monthly sales & marketing performance
- Tracked & analyzed monthly SEO/SEM initiatives providing enhancements
- Partnered with management team to insure maximum results of strategic direction

SUMMIT ON THE SUMMIT, Los Angeles, CA

2011 - 2012

Managing Director / Supervising Producer

- Oversaw brand strategy and corporate partnerships including sponsors, NGO's and agencies
- Managed SUMMIT campaign directors including communications, marketing and expedition
- Managed overall digital engagement strategy, inclusive of web build out
- Partnered in the development of overall marketing plan and project budget
- Oversaw all activation channels to increase awareness, education, advocacy and fundraising
- Managed and facilitated publicized well dig providing water for over 1,000 people in Ethiopia

CONTIKI HOLIDAYS, Anaheim, CA**2006 - 2008****Vice President, Marketing**

- Developed fully integrated sales and marketing plans with high accountability for ROI
- Managed market research, media buying, public relations activity, agency relationships, consumer events, online initiatives including social networking sites and SEO/SEM initiatives
- Repositioned brand as core aspirational travel product for 18-35 year olds Increasing demand by 25%
- Developed promotional partnerships with relevant youth brands increasing database by 30%
- Negotiated & managed MTV series' product placement integration increasing brand awareness 145%

STA TRAVEL INC., Los Angeles, CA**2003 - 2006****Marketing Director, North America**

- Created cross brand initiatives that generated a 75% increase in database subscribers
- Managed brand integration for international television show increasing brand awareness by 145%
- Developed effective press relationships increasing placement by 200%
- Developed and implemented marketing campaigns including advertising, events, product placement, public relations, retail marketing/merchandising, and promotional materials
- Developed and maintained critical partnerships with major partners in retail, apparel, music, television, and film industries

FREESTYLE USA, Ventura, CA**2001 - 2002****Marketing Manager**

- Successfully repositioned brand and aggressively controlled expenditures
- Managed website redesign with focus on product segmentation resulting in sales increase of 125%
- Managed integrated retail and consumer marketing programs for over 200 accounts

QUIKSILVER, INC., Huntington Beach, CA**1999 - 2001****National Retail Merchandising Manager**

- Developed and implemented processes and procedures for Retail Merchandising department
- Managed multi brands retail marketing strategies contributing to increased sales
- Created and executed comprehensive retail marketing and merchandising programs for all brands
- Planned and managed \$1.8m department budget
- Successfully hired, trained and managed 14 remotely based Retail Merchandisers

LEVI STRAUSS & COMPANY, Los Angeles, CA**1992 - 1999****Account Image Specialist**

- Managed retail upgrades resulting in 30% sales increase
- Established target appropriate retail opportunities accounting for approximately \$2.0m sales
- Managed product distribution insuring quality brand presence within territory
- Oversaw retail marketing, merchandising & brand policy for over 1300 accounts
- Managed trademark violations and copyright usage for accounts and non-accounts

Business Planning Specialist ▪ Sales Operations Coordinator ▪ Sales Associate

- Standardized global reporting systems and created summarized analyses of sales trends
- Forecasted and managed seven figure event and operational budgets
- Assisted Sales Manager in planning \$40m territory

EDUCATION

Associate of Arts Degree, Marketing - Fashion Institute of Design and Merchandising, Los Angeles, CA
Retail Marketing Certification Program - University of California, Los Angeles

PROFESSIONAL COURSES

Management Coaching and Training ▪ Conflict Management ▪ Project Management ▪ Valuing Diversity & Ethics ▪ Leadership Dynamics ▪ Consciousness Mechanics

REFERENCES AVAILABLE UPON REQUEST

"Monique is a talented marketing professional. She is a creative force, highly detailed and with great project management skills. And most importantly she gets the connection to the bottom line of the business. Highly recommended to any business seeking to increase its profile within its lucrative demographic."