

MONIQUE EVANS

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PROFESSIONAL SUMMARY

More than fifteen years of Lifestyle Sales & Marketing management experience including Cause, Brand Management, Television Production, Digital, Retail and Business Development. 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

- Marketing Strategy & Campaign Execution
- Online & Retail Marketing Programs
- Budget Control & Implementation
- Strong Strategic & Analytical Skills
- Articulate Oral & Written Communication
- Leadership & Teambuilding

PROFESSIONAL EXPERIENCE

SUMMIT ON THE SUMMIT

2011 - Present

Managing Director / Supervising Producer

Oversee brand strategy, all partnerships including sponsors, NGO's, agencies and celebrity participants. Manage SUMMIT campaign Directors including communications, marketing and expedition. Manage overall digital engagement strategy, inclusive of web build out. Partnered in the development of overall marketing plan and project budget while overseeing all activation channels to increase awareness, education, advocacy and fundraising for the global water crisis.

MAJOR ACCOMPLISHMENTS:

- Strategically planned all marketing and expedition process for campaign activation
- Facilitated, produced and managed publicized well dig providing water for over 1,000 people in Ethiopia including filming of expedition.

SYRV

2009 - Present

Founder & Executive Director

Founded nonprofit volunteer lifestyle organization. Develop, organize and manage sustainable projects in developing countries while recruiting and managing volunteer travelers. Responsible for fundraising, program management and community initiatives. Manage ongoing marketing initiatives and partnerships.

MAJOR ACCOMPLISHMENTS:

- Developed programs and inspired over 100 volunteers to contribute to SYRV specific projects including; water purification, clean ocean education, building of community center, computer, English, art and music classes.
- Raised over \$200,000 in community and monetary donations within one year
- 1500+ families successfully receive clean water from SYRV initiated programs with 1000+ families benefiting from the SYRV Community Center

CONTIKI HOLIDAYS

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. Supervised art direction, messaging and tone for the Contiki brand. Lead marketing team including Marketing Manager and Art Director with strong mentorship and team collaboration.

MAJOR ACCOMPLISHMENTS:

- 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 and produced international travel show aired on MTV increasing brand awareness by 47%
- Managed seven figure sales and marketing budget with all projects coming within or under budget

STA TRAVEL INC.**2002 - 2006****Marketing Director, North America**

Developed and implemented seasonal marketing campaigns including advertising, events, product placement, public relations, retail marketing/merchandising, and promotional materials. Managed business development activity. Developed and maintained critical partnerships with major partners in retail, apparel, music, television, and film industries.

MAJOR ACCOMPLISHMENTS:

- Created cross brand initiatives that generated a 75% increase in database subscribers
- Managed brand integration and produced international travel segments of MTV reality show while increasing brand awareness by 145%
- Developed effective press relationships increasing placement by 200%

FREESTYLE USA**2001 - 2002****Marketing Manager**

Developed seven figure media plan while initiating processes that aggressively controlled expenditures. Successfully segmented products and repositioned brand. Managed integrated retail and consumer marketing programs.

MAJOR ACCOMPLISHMENTS:

- Managed website redesign with focus on product segmentation resulting in sales increase of 125%
- Repositioned brand with endemic market while reducing costs by 30%

QUIKSILVER, INC.**1999 - 2000****National Retail Merchandising Manager**

Developed and implemented processes and procedures for Retail Merchandising department. Created and executed comprehensive retail marketing and merchandising programs for department and specialty stores including branding, imagery and fixture updates. Successfully hired, trained and managed 14 merchandisers.

MAJOR ACCOMPLISHMENTS:

- Managed multi brands retail marketing strategies contributing to increased sales
- Planned and managed \$1.8m department budget

LEVI STRAUSS & COMPANY**1992 - 1999****Account Image Specialist (1996 – 1999)**

Collaborated with accounts to meet Levi Strauss retail marketing objectives including interior and exterior brand policies. Designed and implemented criteria and deadlines for specialty and department store remodeling projects. Managed trademark violations and copyright usage for over 1300 accounts and non-accounts in 13 western states.

MAJOR ACCOMPLISHMENTS:

- 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

Business Planning Specialist ▪ Sales Operations Coordinator ▪ Sales Associate (1992–1996)

Provided order management and sales support for Dockers brand business including product order entry, movement and cancellations. Acted as liaison to Sales Representatives and National Sales Director. Served as Logistics Team Leader for trade shows developing objectives, designing concepts, and providing logistical guidelines. Supported transition and realignment of several departments during corporate restructures.

MAJOR ACCOMPLISHMENTS:

- 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 in Marketing - Fashion Institute of Design and Merchandising, Los Angeles, CA
Marketing Certification Program - University of California, Los Angeles

PROFESSIONAL DEVELOPMENT COURSES

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