

# J. Evan Westenberger

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## Profile

Digital media professional with strong communication, planning, leadership, and technical skills.

## Experience

### Metia Group

At Metia, I manage content strategy, projects, and website updates for Microsoft Worldwide Public Sector (Education, Health, Public Safety and National Security, and Government). Metia provides digital marketing services to corporations and large businesses around the world.

#### Web Content Manager

[January 2013 – Present]

- Develop content and site strategy to improve and streamline the customer journey, track ROI, and provide guidance on and work to meet Microsoft's business goals
- Create and curate high-quality content to worldwide subsidiaries based on audience, SEO, and editorial calendar
- Execute, manage, and provide guidance to development team and ensure Microsoft marketing managers are kept up to date with weekly status reports

### Providence Health & Services

At Providence, I produced web content for the busiest emergency room in Washington, 12 clinics, a cancer partnership, and a foundation. Providence provides healthcare and senior services in five states.

#### Web Content Producer

[December 2011 – December 2012]

- Worked with internal customers to develop and manage website content, and simplify the user experience
- Migrated, optimized, and streamlined hundreds of pages during an Intranet and Internet migration
- Initiated nationally recognized social media and web video pilot projects. Recommended improvements for future campaigns based on the pilot results

### Evan West Media

At Evan West Media, I provided consulting services for clients in the nonprofit, public, and private sectors. Evan West Media built dedicated and engaged communities through digital storytelling.

#### Digital Consultant

[March 2009 – December 2012]

- Developed social media strategy, ran ad campaigns, and measured effectiveness for the City of Everett
- Produced email newsletters for Providence General Foundation and the City of Everett
- Developed a \$300,000 television station revitalization plan for new equipment, software, and training
- Designed online marketing plans for CedarCreek Estate Winery and Deaconess Children's Services

## Skills

- Developing strategy and managing ad campaigns with Google AdWords and Facebook Ads
- Optimizing websites and social media campaigns based on analytics
- Using SharePoint, Wordpress, and other content management systems

## Education

### University of Washington – Masters of Communication in Digital Media

[Graduated 2012]

Innovation, Entrepreneurship, Community Building, and Storytelling

### University of Washington – Bachelor of Arts

[Graduated 2009]

Interdisciplinary Studies – Society, Ethics, and Human Behavior