

Daniel J. Evans
1464 Edgehill Avenue
Pittsburgh, PA 15216

(412) 841 - 6083
danny@punchcreative.com

EXECUTIVE SUMMARY:

Writer, Producer & Marketing Strategist for Traditional, Web and Social Media Communications

From brand and marketing development that directly resulted in the profitable sale of entire companies... to the start-to-finish creation of a premium learning management system for cancer treatment planning. From writing & producing the largest training program in Auto Glass history... to writing websites that dominate organic search in technology, healthcare, retail and social services.

An award-winning content writer, producer and project manager who is a proven self-starter delivering measurable results by unifying diverse talent to create cutting edge marketing communications.

EXPERIENCE:

CREATIVE DIRECTOR - WRITER - PRODUCER PUNCH Creative, LLC 2005 -- Present

Responsible for **brand, strategic and concept development, marketing planning and all copywriting and production** across print, television, radio, web writing, interactive planning & content writing, SEO, SEM, e-learning, social media & industrial video for over 50 clients across healthcare, technology & B2B.

-- Developed the content strategy and wrote technical web content for the WMA Science Award-winning ChemImage website; **increased actionable on-line leads by 59 percent over two years.**

-- Developed content strategy and wrote interactive learning management system content for Radiation Oncology Resources. **Company purchased by SunNuclear in 2014 for an undisclosed amount.**

-- Rebranded U.S. ABE Clothing, Boot & Uniform on Pittsburgh's South Side, a year-round marketing initiative requiring marketing & media planning, brand identity, web writing, TV, radio, direct mail, sponsorship, blogging and social media. **Client realizing 5% sales gains annually.**

-- Created the marketing strategy, brand ID, corporate value proposition and communications for InfoLaunch—an innovative crisis communications response system. **Company sold to NPC Inc. in 2013 for undisclosed amount.**

-- Wrote the **most successful “niche” website in Transitions Lenses history:** The Eyeglass Guide.

CREATIVE DIRECTOR - WRITER - PRODUCER SoapBox Communications 2000 – 2005

Created SoapBox as a one-stop creative writing outlet for businesses seeking marketing and interactive communications. **Clients included PPG Automotive, Monsanto, Marconi Communications and Kraft Foods**, plus regional accounts ranging from childcare and legal, to technology, education and B2B.

-- Communications consultant with The Abreon Group (03'-05); a change management company. **Managed channel marketing program for Samsung**, inclusive of technology partners Canon, HP, Lexmark, McAfee and Whirlpool. Wrote 54 modules of interactive training for the **Allscripts EMR v.10 user upgrade, successfully migrating 4,000 users to a new version of the software.**

-- **Wrote & produced the largest auto glass installation training program in history**, for PPG Industries. Six hours of video training plus writing of mentor & student textbooks for 400+ locations.

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COPYWRITER - PRODUCER

The St. George Group, IMC

1995 – 2000

Wrote and produced regional, national and international advertising and marketing for Pittsburgh's 2nd largest advertising agency inclusive of such clients as: Transitions Lenses, NOMOS Medical Corporation, ALCOA, 84 Lumber, Essilor Labs of America and The Gustine Company.

-- Four years as Lead Writer for Transitions Lenses National Sales Promotions and 84 Lumber national radio campaigns.

EDUCATION:

University of Pittsburgh - Major: English Writing and Communications
The Language Center of Pittsburgh - Private study of Portuguese and Spanish
Pittsburgh Filmmakers - Introductory and advanced study in Screenwriting

SKILLSET:

Experience with PC & MAC, Microsoft suites literate, Internet application and User Interface content strategy expert, proven SEO & SEM expertise, basic understanding of design programs. Basic familiarity with automated CRM and e-mail delivery systems.

CMS knowledge includes Wordpress, Joomla, Umbraco, Modx and Drupal. Knowledge of Adobe Premier & Audition, print production process, AP style.

Accomplished supervising producer on location and in studio with directorial experience; Proficiency in talent & vendor coordination, billing & production workflows and management. Published author.

AWARDS:

Tellys, Addy, AIR (Achievement in Radio)
C²PA Creative Awards for Print and TV
National Service Industry Award for Business Collateral
WMA Science Awards (Web Marketing Association)
Project Greenlight (HBO) Top 250 National Finalist

Video Reel, Samples & References available on request or at www.punchcre8tive.com