

# Rick Evangelista



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## Career Summary

A **multiple award-winning** digital media producer, that has evolved from graphic design, to web development, advertising design and currently as a strategic marketing specialist/web director. Looking to pivot and apply my creative and analytical skill-set towards a new challenge.

## Career

### Strategic Marketing Specialist/Web Strategist/Director

MediaEdge Communications (B2B Publishing)

2007 - December 2022

- Developed marketing and strategic revenue-focused models, for both web and other digital assets. This initiative has produced an **average of 8 million dollars/year in revenue**.
- Collaborated with programmatic department to create client and internal campaigns.
- Co-created sales strategies with the sales director and publishers.
- Initiated social networking practices to assist with generating story leads, site awareness and brand recognition.
- Developed and maintained award-winning websites.
- Co-developed (with third party) new back-end CMS electronic newsletter platform for editors and advertisers.
- Managed web department and oversaw production/workflow, maintenance and marketing.
- Worked closely with MediaEdge's publishers and editors, offering greater scope of digital and print communication vehicles.
- Conducted detailed competitive/comparative analysis of competitor and partner websites.
- Maintained existing web assets, both corporate and business-to-business publications.
- Developed marketing material with MediaEdge brand recognition.
- Developed PowerPoint presentations for MediaEdge proposals and sales decks.
- Designed graphics for all web ventures.
- Developed search engine optimization and cross-linking in order to grow audience base.
- Assisted in media kit development.

### Web Designer

Watson Wyatt Worldwide (Global HR Consulting Firm reformed as Willis Towers Watson)

2002 – 2007

- Conceptualized/designed and created brand identity for corporate, intranet, extranet and proposal web-sites and their user interfaces. Developed still and animated graphics and their integration with text.
- Was integral part of numerous RFP winning teams, resulting in numerous contracts.
- Supported Watson Wyatt's goals by developing web and print communications that elevated the brand in its target market.
- Developed new and innovative web solutions for Watson Wyatt Canada's marketing function in the areas of website features, functionality, interface design, information architecture and content requirements.
- Partnered and worked closely with regional and global internal clients on various initiatives.
- Provided design and was an integral part of many teams and practices, such as Regional and Corporate Marketing, Canadian Research and Information Centre, North American Proposal Site Team and the Knowledge Management Team.
- Conducted detailed competitive/comparative analysis of competitor and partner websites.

## Graphic Designer/Art Director

Umbrella Communications

1998 – 2002

- Umbrella Communications was a pioneer in Canada in regards to e-commerce. I joined as a junior graphic designer and eventually promoted to become the second art director - shared with web design tasks.

## Special Projects

### Online Strategy & Development

RedNation Online (Award-Winning Canadian Soccer Magazine)

2009 – 2016

- Co-founded and developed a magazine-style website to promote the growing game of soccer in Canada. The **award-winning** website garnered praise and recognition in a short period of time and had become part of the mainstream media in Canada, specifically for its “Interview Series” and 30,000 subscribed, Toronto FC podcast.

## Education

Academy of Design (Advertising Design)

1996

- Awarded scholarship
- Received a “Best Art Direction in Print” award.
- Graduated with honours

George Brown College (Graphic Design)

1993

## Continuing Education

- Currently enrolled in the OMCA™ Certification for Digital Marketers Test Prep

## Special Recognition

- 17 time multiple winner/nominee for the Canadian Online Publishing Awards (COPA)
- Awarded Best Website Gold Medal Winner by the Kenneth R. Wilson (KRW) Awards

## Skills

- Adobe Creative Suite
- Microsoft Word
- PowerPoint
- Google Analytics
- Google Ad Manager
- Digital Strategy
- Marketing
- Advertising
- Understanding of Web Development and Design
- Understanding of WordPress
- WIX Website Builder

## Interests

- Writing music
- Developing artwork