

Evan Morris

Creative Lead, Digital Handyman, Personality Hire

Experience

Digital Media & Visual Design Lead | University of Southern California | *July 2023 – Present*

- **Increased user traffic thirty-four percent** by restructuring USC's sustainability digital ecosystem, creating intuitive user pathways across platforms serving over fifty thousand annual visitors
- **Created scalable templates** now adopted by multiple USC departments, establishing new information architecture standards across the university
- **Launched key institutional initiatives** including the Presidential Sustainability Solutions Fellowship and data-driven annual reporting framework tracking over thirty sustainability metrics

Creative Consultant | Evan Evans LLC | *April 2022 – April 2024*

- **Oversaw strategic development** for early-stage startups through NYSE enterprises
- **Developed content ecosystems** including landing pages, videos, and conference materials
- **Streamlined workflows** by auditing content structures and lowering barriers to entry

Content Marketing Manager | Sigma Computing | *February 2021 – April 2022*

- **Spearheaded multimedia campaign** announcing Sigma's Series C raise of \$300M, including executive interviews, panel discussions, video production, and social promotion
- **Created multi-channel marketing strategy** that repositioned Sigma as an essential component of the modern data stack and generated millions of dollars in revenue
- **Shaped digital strategy and user journeys** across email, social, direct marketing, print, events, and websites
- **Unified messaging across teams** from entry-level sales representatives to C-suite executives

Copy Supervisor | FCBCURE | *July 2020 – November 2020*

- **Crafted UI/UX copy** for a billion-dollar global launch, aligning stakeholders across multiple regions
- **Defended creative decisions** as a representative for legal and medical board reviews
- **Mentored junior writers** while managing client projects and winning new business pitches

Senior Copywriter | JUICE Pharma Worldwide | *October 2019 – July 2020*

- **Developed holistic user journeys** and segmentation strategies for pharmaceutical brands
- **Created integrated campaigns** targeting US patients and international healthcare providers
- **Designed customer experiences** that met users at their specific point in the decision journey

Editor, Marketing Communications | iRhythm Technologies | *April 2018 – October 2019*

- **Led creative development** across web, social, events, blog, packaging, and patient UI/UX
- **Developed sales enablement materials** that translated complex medical concepts into compelling narratives

Associate Copywriter | Evoke (formerly Giant Creative Strategy) | *December 2016 – March 2018*

- **Led creative for multiple accounts** and brands, writing for patient, physician, and sales audiences of all sizes
- **Pioneered experiential marketing initiatives** including sales gamification and interactive exposition design
- **Spearheaded website rebrand** using innovative framework that challenged healthcare marketing conventions

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