# Evan Willis Morris

Creative Strategist | Experience Designer | Digital Cowboy
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## Experience

### Digital Media & Visual Design Lead

University of Southern California | *July 2023 – Present*

- Rebuilt USC's sustainability digital presence, achieving 430% traffic growth from launch to peak with 300K+ page views and 100K+ unique visitors
- Drove 77% quarterly traffic surges and 426% daily user growth while maintaining 33% return rate
- Launched institutional initiatives including Exploring Sustainability through Campus Living Labs (ExSCLL) and reporting framework tracking 30+ sustainability metrics

### Freelance Creative Consultant

Evan Evans LLC | *April 2022 – April 2024*

- Advised on market positioning and developed go-to-market strategies for early-stage startups, creative agencies, and enterprise clients
- Created content ecosystems including landing pages, video scripts, audit reports, and conference materials
- Built multiple design and animation libraries, reducing production time and increasing brand consistency

### Content Marketing Manager

Sigma Computing | *February 2021 – April 2022*

- Architected "Build a Stack" campaign that drove $3M+ in attributed revenue by positioning cloud-native analytics against legacy tools and was adopted as a campaign template
- Produced multimedia Series C announcement ($300M raise) including executive interviews, panel content, and social assets
- Shaped digital strategy and user journeys across email, social, sales, direct marketing, print, event, and web channels

## Copy Supervisor

FCBCURE | *July 2020 – November 2020*
- Led UI/UX copywriting for billion-dollar product launch across 35 countries
- Represented creative team in legal and medical board reviews, increasing first-pass approval rate
- Contributed to new business pitches while managing client accounts and mentoring junior writers

## Senior Copywriter

JUICE Pharma Worldwide | *October 2019 – July 2020*
- Developed patient segmentation strategy across four audience profiles that increased engagement through personalized journey mapping
- Created integrated HCP campaigns spanning seven countries with localized messaging frameworks
- Designed decision journeys that improved conversion at six key touchpoints

## Editor, Marketing Communications

iRhythm Technologies | *April 2018 – October 2019*
- Led creative development across all public channels, including web, social, event, long-form, packaging, and patient app UI/UX
- Developed sales enablement materials to translate complex medical concepts into compelling narratives that won new business

## Associate Copywriter

Evoke (formerly Giant Creative Strategy) | *December 2016 – March 2018*
- Led website rebrand during acquisition, creating "two lies and a truth" framework that became agency's signature differentiator
- Designed experiential gamification strategies that increased sales rep engagement and product knowledge retention
- Wrote for patient, physician, and sales audiences across five pharmaceutical brands

## Education

## San Francisco State University

B.A., Creative Writing, Poetry Concentration | *Class of 2014*