

GE



## GEORGE EVANO

### Marketing Communications

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## SUMMARY

Creator of winning strategies for brand building, sales, and fundraising.  
Forward thinking leader with the drive to envision and implement new ideas.  
Persuasive writer and storyteller fluent in print and electronic media.  
Enthusiastic manager, colleague, and team builder.

## SKILLS

Strategic planning and leadership  
Writing, editing, and creative direction  
Marketing and sales  
Public relations

## PROFESSIONAL EXPERIENCE

### Director of Communications

University of Oregon, Eugene, Ore. | Oregon Bach Festival | November 1992–present

Develop and execute marketing strategies for university's flagship cultural enterprise. Produce strategic marketing plans and budgets, responsible for more than 20% of organization's \$2.8 million annual income. Write, produce, and distribute a wide range of communications material for key stakeholders. Devise and deploy pricing strategies. Direct teams of staff, contract, and student personnel. Spokesperson at public events and for news media.

#### Strategic Planning and Leadership

- Structured quantitative analysis that led to integration of ticket sales and fundraising functions of festival, resulting in 27% growth of "key attender" audience segment.
- Since 2009 increased return on investment of marketing operations by 38%.
- Initiated, researched, and led staff adoption of Quickbase online relational database, streamlining organizational operations and reducing redundancies.

#### Marketing and Sales

- Directed marketing campaigns resulting in successive sales records. Sales from 2009-2012 grew by 25% despite recession economy.
- Worked with Nike design team on organizational rebranding, writing creative brief and serving as staff lead to manage \$25,000+ in contributed services.
- Based on audience research, developed new marketing programs, including "Great Moments in Music" radio series on KWAX and "Bach Remix" community events.

#### Fundraising and Development

- Worked with UO Development to produce gala launch of \$10 million festival endowment.
- Project leader for series of major audience development grants from the Meyer Memorial Trust, Paul Allen Family Foundation, and James and Marion Miller Foundation.
- Developed creative concepts for annual fund campaigns that surpassed targeted levels of response, membership, and total gifts.

## PROFESSIONAL EXPERIENCE

### Media and Public Relations

- Secured coverage in Time, Newsweek, NPR, Atlantic Monthly, Times (of London), Wall Street Journal, USA Today, Seattle Post-Intelligencer, San Jose Mercury News, Oregon Business, Oregon Art Beat (OPB), and many other media outlets.
- Scripted, narrated, and produced radio features spotlighting aspects of the University of Oregon; included in concert broadcasts syndicated in 250 markets for three straight years.
- Developed one of the first music festival websites of any kind (1994); continuous inquiry to explore and employ new and creative channels for audience connection.

### Director of Marketing

CitiArts Theatre (now Willows Theatre), Concord, Cal. | 1987–1992

Developed marketing and public relations strategies for San Francisco-area professional theatre. Tripled annual ticket income over five years.

### Publicist

Saint Mary's College, Moraga, Cal. | 1990–1992

Developed and implemented publicity plans for college performing arts series. Integrated college identity consistently in all materials; achieved highest grossing box office in series history.

### Journalist

Wayne County News, Huntington/Wayne, W.Va. | 1982–1983

Reported range of stories from police beat to sports for family of weekly newspapers.

## EDUCATION

Graduate studies, Communications | Marshall University, Huntington, W.Va.

BA, English | West Virginia Wesleyan College, Buckhannon, W.Va.

Customer Relationship Management | American Marketing Association, Chicago, Ill.

## PROFESSIONAL PROFILE

### Affiliations

- American Marketing Association (President, Southwest Oregon chapter, 2000–2001; chapter voted "Best in Class" nationwide)
- Board of Directors, Oregon Daily Emerald (2001–2004)

### Awards

- Aurora Award "Oregon Bach Festival" TV spot. Producer.
- Summit Award "Growing Good Music" fund campaign. Copywriter.
- Telly Award "Bach and the Americas" video. Scriptwriter.
- William Dawson Award (national arts award). Project manager and application copywriter.

### Presentations and Lectures

Selected list includes American Marketing Association; Arts Northwest booking conference; Association of Arts Presenters, New York, NY; Graduate Arts Administration program, University of Oregon; Public Relations Society of America; Oregon Arts Summit.