

EVELYN SHARKEY

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MARKET RESEARCH | CONTENT DESIGN | MARKETING | CONTENT CREATION AND OPTIMIZATION

With 5+ years of marketing and design experience in market research, content creation and optimization, campaign management, and project management, I bring a unique blend of creativity and data-driven insights to my work. Over the last 3+ years I have focused on creating accurate and high-performing SEO-focused content across multiple platforms in the vacation rental space. Additional experience includes design and marketing internships creating unique and compelling digital media content, managing social media campaigns, website creation and maintenance, and project work in UX design. I am passionate about tackling the challenges of today's fast-paced digital landscape. I am currently exploring design opportunities.

EXPERIENCE

2019-Present: Evolve Vacation Rental

Remote Seattle, WA

LISTING OPTIMIZATION ADVISOR

January 2022-September 2023

- Conducted regular A/B testing, overhaul projects, and trend forecasting to optimize creative copy.
- Created original /edit existing copy incorporating user experience and target market research.
- Met or exceeded content optimization goals closing 28 cases/day editing existing/creating original copy.
- Achieved monthly high content scores with over 98% accuracy creating creative copy adhering to style guide brand standards and designing for target markets while creating optimal user experience.

PRODUCT CONTENT MARKETING SPECIALIST

March 2020-January 2022

- Ran regular Salesforce reports to maintain high-performance listings across all of Evolve's network.
- Supported the recruiting, onboarding, and training of over 20 new Listing Optimization team members.
- Created and led monthly creative content workshops facilitating collaborative activities for 40+ team members elevating creative processes.

PRODUCT MARKETING ASSOCIATE

November 2019-March 2020

- Wrote SEO-focused copy content within Style Guide's 'brand standard voice' to market Evolve vacation rental listings to target markets across the US.
- Conducted in-depth market research and analysis to accurately advertise properties within market segment.
- Created program for remote team to connect and collaborate leading to an increase in copy optimization.

MAY 2019-AUGUST 2019: Ranch Bucket Brands

Denver, CO

MARKETING INTERN | IN HOUSE DESIGNER

- Monitored, scheduled, and created multimedia content for social media channels.
- Managed budgeted social media spend of \$500/month.
- Collaborated with social media micro-influencers and created comprehensive social media campaigns.
- Selected and tracked marketing KPIs optimizing success of social media campaigns.

January 2019-May 2019: 11E1even Group

Denver, CO

MARKETING & DESIGN INTERN

- Designed unique social media/digital graphics using Adobe Creative Suite to create marketing collateral.
- Conducted extensive market research and built executive readouts to optimize marketing spend.
- Scheduled and tracked social media content for 5+ bands and artists.

August 2018-November 2018: Z2 Entertainment

Denver, CO

MUSIC MARKETING INTERN

- Assist with marketing objectives including managing the physical and digital street teams.
- Created and monitored social media content, supported contests, and updated the venue website regularly.

May 2018-August 2018: 7S Management

Denver, CO

ARTIST MANAGEMENT INTERN

- Collaborated with teams to create and unique marketing strategy and execute promotional activities.
- Created social media utilizing Adobe Creative Suite for video, image, and social content creation.

EDUCATION

University of Colorado at Boulder – Leeds School of Business | B.S. May 2019

- Business Administration, Emphasis: Marketing
- Certificates: Technology, Arts, and Media; Relevant courses: UX design, Photography, Visual Arts Design

SKILLS

Creative Writing/Copywriting | Salesforce | Microsoft Office Suite | Search Engine Optimization | Google Suite | Social Media Scheduling/Strategy | Periscope | Adobe Creative Suite | SemRush | WordPress | Asana/Workflow | MailChimp | Hootsuite | TweetDeck | Facebook Business Manager | Sprout Social

INTERESTS

Running | Music | Concerts | Skiing | Climbing | Travel - Semester Abroad in Auckland, NZ | Backpacking | Blogging & Writing