

Evan Dudley

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For Hire: Brand Development, Marketing Strategy, & Production

15 years experience building brands and the tools to grow them in the outdoor and active lifestyle spaces leveraging compelling content, community creation, and strong brand identities.

Visit EvanDudley.com for examples of my work.

Experience

2019-Present

Exact Change | *Principal*

exactchange.co

Exact Change is a strategic consultancy which executes collaborative creative endeavors. Our work embodies the belief that sharing resources and audiences organizations can achieve otherwise impossible business development goals.

2016-2018

Outpost Trade Co. | *Co-Founder*

outposttrade.com

Acted primarily as creative director. Helped partners tell their brand and product stories through event experiences, content campaigns, and cross-industry collaborations. Worked with over 200 brands over 7 events in 2 years.

2015-2016

Rumpl | *Head of Marketing*

rumpl.com

Developed and grew the Rumpl brand and its reach on all channels. Launched responsive e-commerce website. Managed content creation, social media, advertising, product launches and events to elevate and grow the company.

2009-2015

Mission Workshop | *Marketing Manager*

missionworkshop.com

Created brand identity with owners. Established brand worldwide with digital advertising, social media, broadcasted events, original content stories, website development, company partnerships and international marketing strategies.

2008-09

Goorin Bros. | *Marketing & Sales Designer*

goorin.com

Managed ecommerce, designed wholesale POP, digital marketing campaigns, catalogs, sales collateral and implemented a production management database.

2005-07

Chrome Industries | *Graphic Designer*

chromeindustries.com

Developed and advanced brand with new website, all advertising both digital and printed, and producing marketing and sales collateral with original photography.

Skills

Branding

Crafting of all the necessary elements to create a persona and environment for a company to exist in and for potential consumers to relate to.

Marketing

Development of events and campaigns across all types of media designed to gain the attention of a targeted audience with an intended message.

Photography

Creation of product and lifestyle imagery both in the studio and on location, making use of context, lighting, and mood to communicate brand values.

Design

Synthesis of visual materials, digital and analog, to instigate conversation and action for brand and product. Expertise in Adobe Creative Suite.

Web

Design, management, and execution of digital properties that are integrated fully with all company objectives including sales, marketing, and branding.

Education

2001-05

University of the Arts | *B.S. in Industrial Design*

uarts.edu

Graduated with honors. Learned to research topics, discover new techniques, and present ideas. Designed products and systems with projects such as urban climbing footwear, recycled-material furniture, and landscape architecture.