

# Evan b. Dudley

Email: [evan@exactchange.co](mailto:evan@exactchange.co)

Web: [exactchange.co](http://exactchange.co)

415.246.3657

## Brand, Marketing, Collaborations & Event Production

15+ years experience in the outdoor and active lifestyle spaces helping brands grow by leveraging compelling stories, creating communities, and developing memorable campaigns & experiences.

*Visit [ExactChange.co](http://ExactChange.co) for the latest.*

### Experience

2019-Present

[exactchange.co](http://exactchange.co)

#### Exact Change | *Principal*

Exact Change produces events and content for brands, agencies, and non-profits to advance growth, achieve business development goals, build community, and ignite positive change for environmental and social causes.

2016-2018

[outposttrade.com](http://outposttrade.com)

#### Outpost Trade Co. | *Co-Founder / Creative Director*

Supported brand partners tell their stories through event experiences, content campaigns, and cross-industry collaborations. Worked with over 200 brands and produced 7 multi-day events with 200-600 attendees with 20-70 brand sponsors.

2015-2016

[rumpl.com](http://rumpl.com)

#### Rumpl | *Head of Marketing*

Developed and grew the Rumpl brand and reach on all channels following their initial Kickstarter campaign. Managed content creation, developed brand guidelines, managed social media, advertising, and events to elevate and grow the company.

2009-2015

[missionworkshop.com](http://missionworkshop.com)

#### Mission Workshop | *Marketing / Creative*

Launched brand in 2009. Achieved global brand recognition by leveraging digital advertising, social media, broadcast events, original stories, brand partnerships and international marketing campaigns with pop-up retail installations.

2008-09

[goorin.com](http://goorin.com)

#### Goorin Bros. | *Marketing & Sales Designer*

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

2005-07

[chromeindustries.com](http://chromeindustries.com)

#### Chrome Industries | *Graphic Designer*

Developed and advanced brand with custom website, advertising in digital and print, and marketing and sales collateral, all with original photography.

### Skills

#### Marketing

Design and execution of campaigns for all channels that leverage story and strategy to instigate conversion, conversation and ultimately community around a brand.

#### Photography

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

#### Collaboration

Able to assist parties to work together for a shared purpose, ranging from simple two-party product collaborations to large-scale B2B events between competitors.

#### Brand Development

Crafting of the myriad of elements to generate a persona and environment for a company to exist in and for potential consumers to relate to.

#### Management

Coordination for large multi-day event production or support for an internal team with the structure and organization to meet goals and exceed expectations.

### Education

2001-05

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

[uarts.edu](http://uarts.edu)

Graduated with honors (3.7 GPA). Focused on research skills, application of new technologies, and concept presentation. Designed products and systems including urban climbing footwear, recycled-material furniture, and landscape architecture.