

# EVAN SWOPE

Seattle, WA 98199

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Willing to relocate: West Coast of US or Canada, Chicago, Berlin

## PROFESSIONAL SUMMARY

Intuitive Creative Director with 15 years of experience in art direction, videography, and creative strategy for B2B and B2C markets. Proven track record of driving measurable business growth, including \$13.3M in revenue increases and 48% growth in key product categories through strategic creative leadership and brand development. Skilled in leading cross-functional teams, optimizing workflows, and delivering high-quality creative assets on time and within budget.

## EXPERIENCE

### Creative Director, Marx Companies in Seattle, WA

January 2025 - Present

- Spearheaded brand development and creative strategy for specialty food products, driving \$13.3M in total revenue growth (33% increase) from 2023–2025 through strategic brand positioning and immersive visual storytelling.
- Generated \$10.4M in beef program revenue growth (48% increase over 2 years) by launching 6 white-label brands and 5 new beef programs (including Irish Nature Beef, Ocean Beef, and Pure Black Wagyu).
- Revitalized underperforming categories through targeted "hero" campaigns, achieving a 166% sales spike in Venison and a 50% increase in Veal sales over two years.
- Managed a cross-functional matrixed team with our marketing manager and the CEO.
- Intensive skills mentoring for new team members in Adobe products, studio photography, and efficient post-production workflows.

### Senior Designer and Videographer, Marx Companies in Seattle, WA

May 2019 - January 2025

- Designed for print, web, and social across many vendor brands and internal sub-brands. Successful rebrand and relaunch of Marx Foodservice in 2024.
- Led integrated marketing campaigns that increased email engagement by 30% and click-throughs by 25%, while supporting overall company revenue growth through strategic creative execution.
- Decreased email load times by up to 80% through advanced compression.
- Led web store front end development with UX/UI wireframing in Netsuite, Wordpress, and HTML/CSS sites, with agile workflows.
- Designed new content production workflows, increasing photography and video output by 500% through AI-integrated tools and streamlined processes.

### Creative & Technical Director, Freelance in Seattle, WA

January 2011 - Present

- Led technical direction for remote conferencing across multiple days for National Women's Political Caucus & local chapters annual events and meetings. Complex timelines with multiple subcontractors.
- Videography and production for private clients as well as University of Washington, increasing visibility for prospective customers in embedded web videos.
- ADA Compliance to increase user engagement in print and web assets.

## **Designer and Videographer, Avanti Markets in Renton, WA**

September 2018 - May 2019

- Video and audio branding, design standards, large scale printing for POS vinyl and tradeshow materials.
- Created 2-3 new brands per month for SaaS clients in the quick-service retail space, including 3d mockups of new locations.
- UX/UI app design, technical documentation.

## **Web Information Specialist, University of Washington in Seattle, WA**

June 2012 - September 2018

- Created instructional designs, IT support, videography and photography for events, graphic design.
- Taught 20-30 undergraduates in digital media classes for college credit per quarter.
- Oversaw 3-5 interns per quarter in the media checkout internship.
- Produced skills-based video tutorials with interns based on emerging media.

## **EDUCATION**

### **Bachelor of Fine Arts, Center for Digital Art & Experimental Media**

University of Washington, Seattle

Multiple year-long series on Digital Audio Synthesis, Mechatronics, and Video Production. My thesis work was a combination of mechatronics and video, using 9 mirrored panels with two-axis servos & microprocessors to scatter and reassemble video projection in a gallery setting.

### **Bachelor of Arts, Communication**

University of Washington, Seattle

Foci in Mass Communication, Interviewing & Communication Research, and Rhetoric.

## **SKILLS**

- |                        |                             |                        |
|------------------------|-----------------------------|------------------------|
| • Art direction        | • Media management          | • Teambuilding         |
| • Creative direction   | • Time management           | • Tableau              |
| • Digital marketing    | • Collaboration & mentoring | • HubSpot              |
| • Adobe Creative Suite | • Creative briefs           | • Google Ads & SEO     |
| • Adobe Photoshop      | • Web design                | • Color theory         |
| • Adobe Lightroom      | • Color correction          | • In-house design      |
| • Adobe Premiere       | • Typography                | • Logo design          |
| • Adobe Illustrator    | • Branding                  | • Instructional design |
| • Adobe InDesign       | • Sketch                    | • Layout design        |
| • Adobe After Effects  | • PowerPoint                | • Figma                |
| • Adobe XD             | • WordPress                 | • Video production     |
| • Graphic design       | • Salesforce                | • UI & UX              |
| • Creative strategy    | • Agile                     | • CRM                  |
| • Photography          | • Post-production           | • Digital art          |
| • Video editing        | • HTML, HTML 5, & CSS       | • B2B & B2C            |
| • Team building        | • Aerial and drone          | • NetSuite             |

## **OTHER**

Vice President, Barrett Condo Association