

BILL N. EVENSON

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CORPORATE COMMUNICATIONS & PUBLICATIONS | MEDIA / PUBLIC RELATIONS



Exceptional creative communications and publications professional with 20+ years of industry experience spanning media/public relations, and online and print media, with expertise in graphic design. Track record of success encompasses managing news staff of 11 with 12-member correspondence network, consistently outperforming Fortune 500 Knight-Ridder owned newspaper competitor, and playing pivotal role in re-design of 4,000 weekly circulation publication that won 18 newspaper awards. Career highlights include earning 2nd place in American Public Power Association's Annual Report Contest, receiving Top Editorial Writer Award from Ohio Newspaper Association, and creating ongoing revenue stream worth \$5,000 for Publisher.

STRENGTHS

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| <ul style="list-style-type: none">● Client Management● Communications● Customer Service● Management● Performance Evaluations● Policies/Procedure Development | <ul style="list-style-type: none">● Productivity Improvement● Program Implementation● Project Development● Proofreading/Editing● Public Relations/Media Relations● Publication Design & Layout | <ul style="list-style-type: none">● Relationship Building● Staff Training & Development● Startup/Turnaround● Strategic Business Planning● Troubleshooting● Written/Oral Communications |
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CAREER/WORK HISTORY

Harrison Township/Licking County – Planning and Zoning Board Member (July 2015-September 2019)

Liberty Christian Academy – Volunteer (2013-present)

Broadview Golf Course -- Clubhouse attendant/starter (2022-present)

Griffins Floral Design -- Contract/employee delivery driver/customer relations (2007-present)

Independent Financial Planner/Investments ... Pataskala (2008-present)

Partnered with licensed investment broker to strategize, schedule, invest and execute full-time current and future family investing and estate planning blueprints.

Act as the main family financial, estate and investment professional by implementing research and proven investment strategies to achieve financial independence for myself and my family.

American Municipal Power – Manager of Publications (2008-2012)

Operate in Corporate Communications Director capacity, managing, creating, and distributing weekly publications and annual reports, producing such public relations projects as news releases, quarterly magazines, directories, pamphlets, brochures, and quarterly in-house newsletters utilizing well-known desktop publishing and design software as Adobe Photoshop and InDesign, and helping launch corporate website, ensuring all project collateral completed within budget and before deadline.

Key corporate publications included quarterly consumer *Public Power News*, *Plugged-In* (in-house newsletter), and quarterly organizational magazine, *Amplifier*.

- Obtained 2nd place in American Public Power Association's Annual Report Contest; designed, wrote content, and laid out 2009 American Municipal Power Report that beat out designs by support-staff

competitors at sites in 7 states including Bowling Green and Cleveland, Ohio; Hillsdale, Michigan; Martinsville, Virginia; Paducah, Kentucky and Middletown, Pennsylvania.

- **Eliminated almost \$100,000 in annual pre- and post-production printing costs by switching to electronic distribution of weekly corporate newsletter** and other publications in 2011, delivering promotional and other pieces to readership more effectively via email.
- **Introduced deadline-oriented promotional marketing strategy with accountability for strict deadlines** at each phase of collateralized corporate promotions; result-enabled resurrection of 800 subscriber weekly corporate newsletter, and completion of 2008 Annual Report 3 months prior to deadline.

McGraw-Hill Publishing ... Columbus, Ohio (2007 – 2008)

Leading worldwide publisher of financial and educational textbooks, multi-media, and online publications – founded in 1888 and headquartered in New York City – with focus on elementary, secondary, and post-secondary markets; \$6.2 billion in revenues produced by 21,000 employees in 280 offices across globe.

Technology Editor

Oversaw design and editing of educational prototype games and video tools targeted at Teachers (instructing children in grades 1-4), which supported and complemented teacher outlines and teaching methods and practices; **central focus of position was to verify and test functionality of technological educational programs**, generate report of findings, and convey key problems to Design Team.

- **Scope of work** spanned listening to, reading/playing educational programs and identifying such items as skipped paragraphs in reading material, incorrect usage/misspelled words, or games which did not function properly.
- **Played instrumental role in development of numerous revolutionary online components which expanded market share and increased widespread sales** of instructional materials to leading educational departments in states of Florida, California, and Louisiana.

PATASKALA STANDARD ... Pataskala, Ohio (2003 – 2006)

Ohio Newspaper Association award-winning 4,000-circulation weekly newspaper covering western portion of Licking County; owned and operated by Gannett Company Inc. (USATODAY). Newspaper focuses on local news and has been prime source of Pataskala media since 1886.

Editor

Administered all facets of newspaper content and design while simultaneously acting as community representative producing column and editorial for opinion page. Oversaw and liaised with several columnists (including school superintendent and local postmaster).

Also wrote breaking news stories for website and sister publication, The Newark Advocate.

- **During tenure, newspaper won 18 Ohio Newspaper Association awards for news writing, photography, column writing, sports reporting, Page 1A news design, news coverage, editorial writing and special newspaper sections;** newspaper has gained reputation amongst Ohio weeklies for continued success at annual state competition.
- **Instrumental in redesign of newspaper in 2005 and played pivotal role in launch of new weekly niche newspaper product targeting new circulation base in Licking County.** Steered newspaper to increased circulation (simultaneously restricted circulation drop) with development and execution of marketing campaign.

EDUCATION

WINONA STATE UNIVERSITY ... Winona, Minnesota - Bachelor of Arts in Mass Communications