

# EVAN MCCULLOUGH

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New York

EM

## EXPERIENCE

### Co-Founder

#### RROOM1 LLC

08/2021 - Present New York, United States

- Founded and successfully operated RROOM1 LLC, a streetwear brand, overseeing all aspects of the business from concept to customer
- Managed all aspects of marketing and sales, including social media campaigns, e-commerce platforms, and pop-up shops, resulting in a 50% increase in sales
- Personalized communication was used to provide exceptional customer service, strengthen customer relationships, and cultivate a loyal customer base
- Successfully navigated the challenges of competitive markets and supply chain disruptions while demonstrating adaptability and problem-solving abilities

### Marketing Intern

#### DxRI

01/2022 - 04/2022 Providence, United States

- Contributed to corporate marketing initiatives
- Supporting advertising promotional campaigns
- Managed administrative responsibilities while developing and executing social media strategies
- Created compelling advertising materials to enhance brand visibility
- Launched video advertising campaign which led to over 60% increase in engagement

### Digital Marketing

#### Benson (YC W'22)

06/2020 - 08/2020 New York, United States

- Developed and executed integrated marketing campaigns, reporting directly to the CEO, resulting in increased website traffic by 15%
- Led campaign lifecycle, from initial concept development and creative briefings to execution and performance analysis
- Conducted thorough competitive analysis and managed the company's online presence across various social media platforms, enhancing brand visibility and engagement
- Spearheaded market research initiatives, including conducting in-depth consumer interviews, which led to a 25% increase in brand awareness and informed key product development decisions

## EDUCATION

### Master of Business Admin

#### Johnson & Wales University

09/2022 Rhode Island

- Concentration in Information Technology

### Bachelor of Science in Marketing

#### Johnson & Wales University

09/2018 - 05/2022 Rhode Island

- Specialization in Creative Advertising

## SUMMARY

With a Bachelor of Science in Marketing and an MBA from Johnson & Wales University, I am a highly motivated and results-oriented professional with a solid background in marketing and advertising. My academic background, combined with leadership experience at Alpha Phi Alpha Fraternity, Inc., has given me strong interpersonal, communication, and problem-solving skills. I am looking for challenging roles in digital marketing, brand management, and creative advertising, where I can contribute to a dynamic team and have a significant impact.

## KEY ACHIEVEMENTS



#### Social Media Growth

DxRI's engagement increased by more than 60% thanks to strategic digital marketing campaigns.



#### Residential Assistance Success

As a resident assistant at Johnson & Wales, I was able to mediate 100% of conflicts and acted as a liaison between residents and administration.



#### Awareness Campaign Lead

Led a marketing campaign that increased Benson's (YC W'22) brand awareness by 25% in one month.

## SKILLS

CRM Digital Marketing Excel

Analytics Creative Advertising

Communications Market Research

Problem-Solving Data Management