

evan b. wahl

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336.601.0218 | 1719 Kensington Dr. Charlotte, NC 28205

*As a digital designer, my passion for creative expression and attention to detail drive my work. I bring a unique blend of creativity, technical proficiency and strategic thinking to every project. My ability to collaborate with clients and team members has allowed me to deliver results that are visually appealing but also communicate the intended message effectively. I am excited to bring my expertise to a new role to achieve branding and marketing goals through visually compelling designs.*

## EXPERIENCE

### **Joe Gibbs Racing, Huntersville, NC, February 2012 - present**

#### *Lead Digital Designer, June 2016-present*

- Direct and produce social media marketing creative (design and copy) for social posts across team channels with over 1.2M combined followers
- Manage social + digital team on creative development and implementation of collaborative content campaigns
- Oversee social and digital marketing creative process and provide art direction to the creative team, including designers, videographers and copywriters
- Manage website design and content, ensuring all visual and statistical elements were up-to-date and aligned with organizational structure
- Conceptualize new ideas and identify trends for social media content, contests, and ROI strategies for team and partner channels
- Lead strategy with senior leadership from partner brands on implementing engaging social promotions to meet goals including email marketing leads, follower growth and website traffic increase
- Work closely with the director of social + digital team to optimize the content calendar across all platforms to coincide with new marketing launches for corporate partners
- Present weekly to executive leadership on social + digital trends and metrics for on-going social campaigns
- Monitor online presence of team brand and engage with users, strengthening fan engagement and social campaign effectiveness
- Design social campaign strategies to present to potential sponsors for increased value in business proposals
- Developed and implemented company-wide family-care program to transform company culture and drive more workforce retention
- Edit video and 3D content for posts on team, driver and partner channels

#### *Lead Print Designer, April 2014-June 2016*

- Designed NASCAR race car paint schemes for various partners
- Prepared NASCAR decal paint schemes for print
- Collaborated with the sales teams and senior leadership to create interactive business proposals for potential new sponsors
- Coordinated with sponsors to maintain brand standards including color matching for print

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*Graphic Designer, February 2012-April 2014*

- Created corporate publications, print material and infographics for marketing department
- Designed interactive content for mobile app and digital magazine

**F R E E L A N C E   E X P E R I E N C E**

**Rowdy Energy**

*Packaging Design*

Designed packaging for Rowdy Energy, a leading energy drink company, ensuring a unique and impactful visual identify that resonated with the brand's target audience

**Asphalt Analytics**

*Brand & Web Development*

Developed branding materials, including logo package and brand guidelines for data visualization company, Asphalt Analytics. Consulted on website design, with a focus on UX/UI principles for current and potential clients

**Women's Impact Fund**

*Annual Earning Report Design*

Designed the annual earnings report and executive presentation for Women's Impact Fund, ensuring visually appealing and clear presentation of financial information to stakeholders. This included creating the layout, selecting imagery, and incorporating visualizations that highlighted key financial data

**Restore Pelvic Health and Wellness**

*Business Branding Design*

Created business branding materials for Restore Pelvic Health and Wellness, including logo package, print files, and social media marketing collateral

**E D U C A T I O N**

**University of North Carolina at Chapel Hill**

*School of Journalism and Mass Communication*

B.A. with Distinction in May 2011; Emphasis in Editing and Graphic Design

**S K I L L S**

Adobe Creative Suite | Illustrator, Photoshop InDesign, After Effects, Premiere Pro  
Microsoft Office | Word, Excel, Powerpoint  
Experience manipulating 3D modeling software