

EVAN SWOPE

Seattle, WA 98199

www.evanswope.com

evanswope@gmail.com

509.378.2797

Willing to relocate: West Coast of US or Canada

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

Marketing & Social Director, Crushworthy in Seattle, WA

January 2026 - Present

- Scaled wholesale footprint by 300% (from 2 to 8 accounts) in six months by forking to B2B2C & B2B acquisition channels and driving targeted network expansion for B2B.
- Negotiated and secured the brand's first national distribution agreement, analyzing COGS to build a distributor catalog of SKUs with a >60% profit margin to protect bottom-line revenue.
- Automated the brand's B2B inbound marketing funnel, using MailerLite to capture buyer leads, and digitally distribute line sheets.
- Led the transition to operational maturity by migrating fragmented inventory into our ERP (Odoo), establishing foundational tracking for wholesale fulfillment, margin analysis, and corporate disbursements.
- Created the new ecommerce website and social media narrative using an omnichannel marketing roadmap.

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.

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 | • Video editing | • Agile Project Management |
| • Creative direction | • Project Management | • Post-production |
| • Digital marketing | • Asana | • HTML, HTML 5, & CSS |
| • B2B & B2C Market Expansion | • Cross-Functional Team | • Teambuilding |
| • Brand Positioning | Leadership | • CRM & ERP Integration |
| • Omnichannel Marketing | • Media management | • Google Ads & SEO |
| • P&L / Margin Analysis | • Time management | • Figma |
| • Stakeholder Alignment | • Collaboration & mentoring | • Video production |
| • Adobe Creative Suite | • Creative briefs | • Digital Experience & Journey |
| • Creative strategy | • Web design | Mapping |
| • Photography | • Branding | |

OTHER

Vice President, Barrett Condo Association