

CONTACT

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DIGITAL

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EDUCATION

M.A. Communications

Emphasis: Training & Development
Lindenwood University
St. Louis, Missouri
Graduation: December 2014

B.A. Mass Communications

Emphasis: Public Relations

Certification in Education for Public Relations (CEPR)
Accrediting Council on Education in Journalism & Mass Communication (ACEJMC)

Southeast Missouri State University
Cape Girardeau, Missouri
Graduation: May 2011

AWARDS

Lifetime Legacy Award -
Communications & Public Relations
BWN MO/IL In Association With
"Be-You-Ti-Ful with Lady Syl"
October, 2017
Emerging 30 Under 30
DELUX Magazine
March, 2017

SOFTWARE PROFICIENCIES

Adobe Creative Suite
Blackboard
Canvas
Evernote
Microsoft Office
Raiser's Edge
Squarepace
WIX

AFFILIATIONS | ORGANIZATIONS

Generate Health Board of Directors
September 2017
Emerging Leaders Program
Focus St. Louis, February 2015
1:1 Marketing & Media Training
FleishmanHilliard, October 2010
Delta, Sigma Theta Sorority, Inc.,
December 2010



OVERVIEW

Award - winning, integrated marketing & communications professional, creative, educator and aspiring life changer from St. Louis, Missouri. With more than a decade of success in developing and leading marketing, public relations and communications programs that support business goals. Superb message crafter and brander who communicates effectively with target audiences through strategic Brand Management PR Campaigns. Background in brand development and strategy, integrated marketing and strategic communications planning, community relations, event planning, media relations, and social media.

JASMINE D. EVANS PUBLIC RELATIONS

JDEPR is a consulting firm located in St. Louis, Missouri providing Integrated Marketing & Communications support to Nonprofit Entities and Entrepreneurs. Launched in 2014, I transitioned to consulting full-time in May 2019.

PROBLEMS MY CLIENTS FACE

- Materializing an idea
- Connecting with audiences
- Creating or revising a brand for myself, a business or entity
- Their audience(s) has grown faster than they know what to do with
- They are not showing up in a way that they are proud of
- Raise/increase awareness

HOW DO I SOLVE THEM?

Provide strategic planning, content creation, creative development and coaching services that:

- Develop comprehensive brands for entities and individuals
- Identify an integrated strategy to achieve brand and business goals
- Help individuals and entities tell their brand stories to be better understood by audiences
- Aid individuals and entities in the promotion brand stories to best connect with audiences

PROFESSIONAL SERVICES:

BRANDING

I work with clients to develop (or revise) the foundation, guidelines, and rules necessary to become better defined, distinct and "top-of mind" among their targeted audiences.

CONTENT

I work with clients to create verbiage that inspires and converts. Specifically, crafting copy for collateral assets that align with brand, business and marketing goals speaking directly to target audiences and cultivating intentional conversations.

STRATEGY

I work with clients draw up and document plans to achieve brand goals and provide instruction and motivation to aid them in the implementation of new initiatives and projects.

CREATIVE

I work with clients to develop and create innovative and relatable visual imagery through a variety of mediums that support brands goals and connect with target audiences.

PROFESSIONAL EXPERIENCE

CASA OF ST. LOUIS: COMMUNITY ENGAGEMENT MANAGER 2017

MAY 2019 - SEPTEMBER

POSITION RESPONSIBILITIES

- Internal and external communications as it applied to awareness
- Messaging architecture as it applied to brand positioning, brand experience, and messaging continuity both strategic and tactical.
- Create opportunities (in person, print, electronic, etc.) for organization to engage new, current and past audience throughout the community.
- Development and implementation of social media strategies (website, FB, Twitter, blogs, LinkedIn, etc.) as it applies to awareness and mission of advocacy.
- Assist the Executive Director, board, board committees with awareness and advocacy
- Communications engaging media, financial stakeholders and benefactors, collaborative partners and constituents, board and staff.
- Draft written materials, preparing presentations and developing support materials applicable to organizational communications efforts.
- Principle gatekeeper and designer for all brand identity: logos, fonts, colors, sizing, usage, etc.

PERSONAL HIGHLIGHTS

- Oversaw and Implemented Organizational Brand Identity Change as the sole manager, designer and strategist. Including any and all brand identity/establishment, graphic design, collateral and identity materials (letterhead, business cards, novelty/promotional items, employee materials etc.)
- Solely rebuilt organizational website including website framework, copy and imagery.
- In-house production saved the organization between \$8,000 - \$15,000 (Digital.com)
- Oversaw and implemented organization's 1st End of Year Digital Giving Campaign 2017; Resulted in a \$14,805 increase from 2016 End of Year Gifts.

BEYOND HOUSING: MARKETING MANAGER 2017

JUNE 2018 - AUGUST

- Manages marketing information (i.e. references, testimonials, competitor info, etc.)
- Preparation/implementation of the Marketing Services budget. Participates in marketing and strategic planning
- Performs tracking/reporting as it relates to evaluation of marketing and strategic goals (i.e. hit rate, etc.)
- Performs competitor and client research and stay abreast of current industry trends.
- Oversees and assists in preparation of materials for award competitions.
- Leads various marketing projects: promotional items, internal/lobby presentations, etc.
- Initiates improvements and leads the effectiveness of the overall marketing services. Keeps President informed with status updates/reports on all marketing/communications efforts.

KAI DESIGN & BUILD: BRAND MANAGER 2015

AUGUST 2016 - MAY

- Directs all corporate communications. Includes managing/implementing: PR, advertising photography, client events and trade show/conference presentations.
- Manages creation and implementation of annual advertising/PR plan.
- Responsible for development, implementation and maintenance of firm website(s).
- Monitors and reports on web traffic, oversees the development/maintenance of web content, and ensures that the site meets the business needs of the organization.
- Manages "house style" for graphics standards firm-wide and is a steward of corporate identity and brand.
- Leads the development of corporate image pieces and their use, including stationery, direct mail, e-mail campaigns, and collateral materials.