

EVAN WILLIAM LYONS

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EDUCATION

James Madison University, Harrisonburg, VA

Graduation Date: May 4, 2013

Major: BBA, MARKETING; Concentrations: Business to Business Marketing (B2B), European Business

Major GPA: 3.66; Cumulative GPA: 3.35

WORK EXPERIENCE

Mary Washington Healthcare, Marketing Intern, 12/20/2012- 1/4/2013

➤ Developed a competitive analysis for Mary Washington Hospital's Regional Cancer Center; wrote website news releases, employee blog posts, press releases, website content, and a promotional plan for a heart health awareness event.

SimVentions, Marketing Intern, 5/7/2012- 8/17/2012

➤ **Conference Promotion:** Developed a marketing plan to establish awareness of a government client at a national conference; assisted in developing a video promo and constant contact database; developed surveys and analyzed results to improve event.

➤ **Advertising:** Currently designing advertisements for the company's software tools; editor of videos promoting tools.

➤ **Social Media:** Responsible for promoting a local STEM group; primary Facebook facilitator and presentation developer.

James Madison University, Office of Faculty Training and Development, 2009 – 2010

➤ Created a brochure and database of the faculty/staff training resource collection.

Tropical Smoothie Café, Assistant Manager, Fredericksburg, VA, 5/2008 – 12/2011

➤ Responsible for monitoring cash flow; staffing; opening and closing the store; motivating staff; enforcing proper work conduct.

RELEVANT BUSINESS COURSEWORK

College of Business Semester in Antwerp Program, Spring 2012

➤ Presented an industry group analysis of De Beers' Diamond Company to a panel of American and Belgian professors.

➤ Participated in a cross-functional study of Marketing, Finance, Operations, Management, and the European Union; visited and studied businesses in ten different countries; developed and presented a structural analysis of the GlaxoSmithKline merger.

Survey Research, MKTG405

➤ Conducted a focus group with the Dean of Admissions and analyzed data to determine effective ways to recruit minorities

Business Marketing, MKTG450

➤ Created content marketing assets such as webinars, podcasts, white papers, and infographics. Learned lead generation tactics.

Marketing Communications

➤ Developed an Integrated Marketing Communications Campaign for RubyRed Shoe Boutique using a \$10,000 budget.

Summer College Institute, SimVentions, Inc., Summer 2012

➤ Developed a group response to a fictional DoD RFP; presented proposal to a panel of SimVentions' employees, including the CEO, CTO, COO, and VP of BD; employees lectured on program management, scheduling, requirements, and technical writing.

Professional Selling, MKTG430

➤ Learned sales process and techniques for ADP payroll; individual sales role play conducted in front of class audience.

LEADERSHIP ACTIVITIES

Phi Gamma Delta Fraternity, Mu Chi Chapter

➤ **Pledge Educator:** Responsible for educating pledges on fraternity history; monitor pledges' academic progress and needs.

➤ **Alumni Relations Chair:** Self-developed position; currently organizing a workshop so Phi Gamma Delta alumni can educate undergraduates on the specific steps needed to secure jobs and internships.

➤ **Miles for Medals Committee, Business Sponsorship Chair:** Committee raised \$25,000 for the Special Olympics since Fall 2010; responsible for promoting benefits of sponsorship from business' perspective; collaborates with various stakeholders hosting event.

Madison Marketing Association (MMA)

➤ **Special Events Committee:** Solicit local businesses to encourage them to sponsor MMA in exchange for advertising services.

HONORS

➤ **Order of Omega,** National Greek Honors and Leadership Society, Recognizing the Top 3% of Universities' Greek leaders

➤ **Mu Kappa Tau,** Marketing Honors Association, Recognized by Marketing faculty for being at the Top 20% of graduating Marketing majors