

EVAN RANSONET

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EDUCATION

Louisiana State University (LSU), Baton Rouge

August 2020- May 2024

Bachelor of Arts, Mass Communication

Concentration: Digital Advertising

Minor: Business Administration

EXPERIENCE

Marketing Apprentice

October 2024- Present

Fulcrum Sales and Marketing, Broussard, LA

- Develop and execute marketing campaigns by creating digital newsletters, social media content, and email cadences to enhance brand visibility and engagement. Design presentations, craft SEO-driven blog posts, and produce videos aligned with clients' messaging and marketing goals.
- Support outreach efforts by building contact lists, managing direct mail campaigns, and leveraging data for ROI analysis. Ensure cohesive branding through content development and strategic communication planning.

Communications Intern

February 2024- July 2024

Center for Planning Excellence (CPEX), Baton Rouge, LA

- Contributed to communications and marketing for community outreach, event promotions, and multi-platform campaigns, including graphic design, content marketing, and brand writing.
- Organized and promoted the 2024 Louisiana Smart Growth Summit, a conference with 200+ international attendees, 50+ speakers, and 15 sessions, while managing press releases, social media, email campaigns, and newsletters for a 2,000+ mailing list.

Creative Services Director / Assistant Station Manager

November 2023- May 2024

LSU Tiger TV, Baton Rouge, LA

- Founded Tiger TV's Creative Services department, managing brand strategy, team leadership, staff training, and performance optimization strategies while developing new marketing campaigns that drove a 250% increase in social media following and 400% growth in engagement.
- Organized Battle of the Bands 2024, raising a record \$25K and attracting 1,500+ attendees through talent coordination, marketing, branding, and event operations.

Community Marketing Assistant

October 2022- November 2023

Varsity Campus, Baton Rouge, LA

- Developed and executed leasing strategies to achieve maximum occupancy, utilizing social media, email, and print advertising while analyzing tenant data through CRM platforms to optimize campaigns and communication.
- Monitored market trends, competitor activities, and housing regulations to inform leasing strategies and adjust database marketing for tenant retention and acquisition.

Executive Producer

August 2022- December 2022

LSU Tiger TV, Baton Rouge, LA

- Oversaw content creation and live TV broadcasts for a student-run news station, managing a team of 20+ journalists, on-camera talent, technical crews, and a social media manager to deliver timely, engaging stories to the campus audience.

Multimedia Journalist

August 2021- December 2021

LSU Tiger TV, Baton Rouge, LA

- Created frequent multimedia stories for live TV broadcast in Baton Rouge and published across social media, website CMS, and YouTube, while conducting on-camera reporting to inform and engage the student body on campus events.

SKILLS | ACTIVITIES | AWARDS

Website CMS, Wix, Squarespace, Mailchimp, Adobe Creative Suite, CRM, Google Workspace, Canva, Microsoft Office, Video & Photo, HubSpot, Hootsuite, SEO, Adobe Analytics, Qualtrics, AP Style Writing

LSU Certified Communicator, Earned Spring 2024

Advertising Federation at LSU, Active Member, Spring 2024

Christ the King Church & Student Center, Music Ministry and Mentorship, Fall 2020- Spring 2024