

EVAN RANSONET

Marketing and Communications

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[My Portfolio](#) • www.linkedin.com/in/evanransonet/

EDUCATION

Louisiana State University (LSU), Baton Rouge

August 2020- May 2024

Bachelor of Arts, Mass Communication | LSU Certified Communicator

Concentration: Digital Advertising

Minor: Business Administration

EXPERIENCE

Marketing Apprentice

October 2024- Present

Fulcrum Sales and Marketing, Broussard, LA

- Coordinates client-level and internal marketing efforts by creating strategic content for graphics, direct email and mail campaigns, and social media.
- Streamlines campaign project management by implementing automation workflows, monitoring HubSpot performance, conducting in-depth market research, and generating lead lists.

Communications Intern

February 2024- July 2024

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

- Contributed to nonprofit marketing content for presentations, infographics, social media, website content, and email campaigns using copywriting and graphic design.
- Organized and promoted a multi-industry conference with a record 200+ attendance and 50+ speakers through social media promotions, sponsorships, volunteer coordination, and email campaigns.

Creative Services Director

November 2023- May 2024

LSU Tiger TV, Baton Rouge, LA

- Founded Tiger TV's Creative Services department and directed social media, the Tiger TV website, and a sponsored sports podcast, all while driving successful creative branding and staff training initiatives.
- Raised a record \$25K and attracted 2000+ marketing event attendees through on-campus marketing activations, graphic design, social media promotions, paid advertising, and event coordination.

Community Marketing Assistant

October 2022- November 2023

Varsity Campus, Baton Rouge, LA

- Developed marketing content for cross-channel digital advertising campaigns, targeted email outreach, and social media with a focus on branded, campaign-themed copywriting and graphic design.
- Monitored market trends and competitor activities to inform marketing strategies and adjust database marketing for tenant retention and acquisition.

Multimedia Journalist, Executive Producer

August 2021- December 2022

LSU Tiger TV, Baton Rouge, LA

- Filmed, wrote, produced, and presented multimedia stories for live TV broadcast in Baton Rouge and published using various channels.
- Led a team of 20+ journalists, on-camera talent, technical crews, and social media to deliver timely, engaging stories for live TV. Contributed graphic design expertise for added production value.

SKILLS | CERTIFICATIONS

Creative & Content: Adobe Lightroom/InDesign/Photoshop/Premiere Pro/Illustrator, Canva, Photography

Digital Marketing: Facebook, Twitter, LinkedIn, Instagram, TikTok, Hootsuite, Paid Digital Ads (Google, Facebook), Mailchimp, HubSpot

Organizational: Fundraising, Media Relations, Public Relations, Website Management, Sponsorships

Google Ads Search, Ads Display, Analytics Certifications, Renewed January 2025

HubSpot SEO Certification, Renewed January 2025