

# Evan Porter

Specializing in Digital Media/Marketing with an Emphasis in Sports

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[My Portfolio](#)

## EXPERIENCE

### **Cronkite Agency, Phoenix AZ — Digital Marketing Specialist**

JANUARY 2024 - PRESENT

Work in client teams to create data-driven growth strategies using multiple digital marketing channels. Use social media campaigns, search engine optimization and content creation, and measure performance.

Worked with a plethora of nonprofits including Issues in Science and Technology Journal as well as the RWJF (Robert Wood Johnson Foundation) that partners with the YMCA and St Vincent De Paul. Our team ELSC (Every Little Steps Counts) is a family centered diabetes prevention program.

### **Sun Devil Athletics, Tempe AZ — Digital Media Intern**

AUGUST 2023 - PRESENT

Provided Pregame stories for Sun Devil Football Instagram on Game Days. Update graphics with new photos and score adjustments. Took photos for practices and games used for socials (featured on @ncaasoccer, @sundevilfb, @uclawsoccer, @asuwomenoccer). Clipped highlights during football games from broadcast.

### **Instagram: Twelvesinsider, Remote — Social Media Manager**

FEBRUARY 2020 - PRESENT

Twelvesinsider is an Instagram page focused on providing followers with diverse content concentrating on the Minnesota Timberwolves. With over 13,000 followers, my mission is to maintain fan engagement of the team by providing news, highlights, statistics, scores, streams, opinions, and anything related to the NBA franchise. Managing the page allows me to interact with the Timberwolves fan base and has been the perfect way for me to express my love for basketball and the Timberwolves while creating a revenue stream.

### **Duluth Huskies, Duluth MN — Social Media Intern**

MAY 2023 - AUGUST 2023

Keep social media up to date and promote upcoming Wade Stadium events on all social media venues (before, after, and during game). Take photos and video throughout the game (before, after, and during). Create content for all social media.

Daily, weekly, and season long projects. Ensure a top notch social media presence in accordance with all Northwoods League rules and regulations. Drive growth through the delivery of shareable content. Implement new innovative, strategic, and creative ideas.

Game Day: Update all social media platforms. Record audio and video content to be used in social media content. Work with the GM, broadcast interns, and players to keep everything as up to date as possible

## SKILLS

Social Media Strategy  
Adobe Photoshop  
Fan Engagement  
Sports Social Media  
Photography

## EDUCATION

### **Arizona State University, Phoenix AZ — Sports Journalism**

MAY 2024

## CERTIFICATIONS

Google Analytics  
Google Ads Display  
Google Ads Search  
Google Ads Measurement