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# EVALINA KLEIN

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## MARKETING COMMUNICATIONS PROFESSIONAL

### SPECIALIZING IN ONLINE MARKETING & SEO

Accomplished marketing, program and communications professional with over 15 years of experience driving increased sales, leads and market awareness for a variety of clients and businesses. Excellent communication and organizational skills, utilizing intuitive and creative problem solving –abilities in every opportunity. Possess analytical skills with strong attention to detail and superior planning, scheduling, and coordinating skills for all projects and events managed. Keen understanding of technical aspects of web design, search engine optimization, content creation and management, and graphics preparation. Consistently meet stringent marketing budgets and timelines while earning a high level of internal customer satisfaction.

- MARKETING & BRANDING
- COPYWRITING
- SEARCH ENGINE MARKETING
- SOCIAL MEDIA MARKETING
- PROJECT MANAGEMENT
- TRACKING & REPORTING
- PUBLIC RELATIONS
- EVENT MANAGEMENT
- BUDGET MANAGEMENT

## EDUCATION

**B.A. IN SPEECH COMMUNICATIONS**

**MINOR IN SOCIOLOGY**

UNIVERSITY OF MINNESOTA, MINNEAPOLIS, MN

## PROFESSIONAL HISTORY

THOMSON REUTERS, EAGAN, MN (10/2011-03/2013)

***Contract Position - Website Content Writer & Blog Writer***

Interviewed small to medium sized law firm clients to learn about their practice areas and wrote custom content for new FindLaw websites. Used AP styles and incorporate search engine optimization strategies as identified by SEO consultants into site content. As a blog writer, I researched news articles for FindLaw clients and used SEO strategies and applied AP Style requirements in writing custom articles relevant to clients practice areas and blog focus.

EVALINA.COM, MOUND, MN (2008-PRESENT)

***Freelance Marketing Communications Consultant***

Consult with clients on web design and content management, as well as copywriting for brochures, flyers, SEO, SEM, and event planning. Developed a marketing plan and strategy for branch level marketing campaign within a highly regulated, corporate-controlled environment for Wells Fargo Home Mortgage.

BOSE CORPORATION, ELECTROFORCE SYSTEMS GROUP, EDEN PRAIRIE, MN (1999-2008)

***Formerly EnduraTEC Systems Corporation***

***Marketing Communications Specialist III***

Planned and executed marketing campaigns, projects, and initiatives while supporting rapid company growth and eventual successful sale of company to Bose Corporation. Developed and executed communication strategies and objectives, managed in-house graphic designers and outside agencies, and ensured compliance with all corporate identity and brand standards. Performed web design, copywriting, content management and updates through database systems as well as HTML coded pages for the division's website.

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Utilized Google Analytics, HTML, ColdFusion, Adobe Photoshop and InDesign, FTP, and MS SharePoint. Managed marketing budgets, including event budgets, negotiated pricing with vendors, and established cost-effective agreements.

Worked with stakeholders, including market directors, R&D and product engineering on new product launches with event selection, brochure creation, product photography, publishable specifications and application data and pre- and post-show marketing strategies. Coordinated with field sales offices to better leverage local marketing activities and events with new product offerings.

***Key Accomplishments:***

- Created and managed highly successful AdWords campaigns and keywords for four key scientific market segments, prioritized campaigns to coincide with event marketing and new product promotions, met stringent program budgets, and advanced exposure and click-through-rate.
- Extensive writing, editing, and proofreading experience with technical, scientific, and medical content for print and web including application briefs, advertisements, newsletters, technical papers, training materials, and press releases.
- Directed all product photography and maintained consistent product presentation in all collateral. Set-up an online digital library that contained all marketing documents and product photos in various formats covering a broad spectrum of mediums, tracked inventory of print media, and managed all marketing assets and schedules.
- Developed excellent rapport with publishers and editors in all public relations. Wrote press releases, assembled press kits and managed market segment PR distribution lists.
- Consistently reduced cost per lead for multiple marketing events through optimum relationship management skills with event organizers while maximizing budgets and increasing lead quality. Managed 30-40 events and conferences annually, including overseeing planning, advertising, logistics, vendor negotiations and post-event cost-per-lead analysis and tracking.
- Worked with a variety of outside agencies on marketing projects, graphics and materials, and moved company image forward via creation of a style guide that consistently presented brand identity and awareness in all collateral and activities.

ROCKWELL AUTOMATION, HOPKINS, MN (1996-2000)

***Technical Sales Associate***

Serviced east coast territory in order processing, customer service, product design specifications, and pricing. Served as liaison between customers, manufacturer representatives and manufacturing engineers, planners, and schedulers. Supported new and custom product release projects, composed newsletter stories, and generated reports.

PAISLEY PARK ENTERPRISES, CHANHASSEN, MN (1995-1996)

***Catalog Manager***

Managed the *New Power Generation* international catalog and mail order service for the artist known as Prince. Created and generated low-cost promotional ideas and strategies. Provided customer service that resulted in increased repeat and referral business. Consistently grew sales by an average of 160% per month for 12-consecutive months.