

# Evan Doyle

## Education

### Ball State University

*MA in Public Relations, 2017*

### Indiana Wesleyan University

*BS in Public Relations & Christian Education, 2013*

## Professional Experience

### Tree of Life Bookstores

*June 2013-present*

#### Director of Inventory: Nov. 2018-present

- Pull and combine data from a variety of tools for analysis of trends and implementations
- Evaluate sales to determine fast-moving products and motivate sales of slower-movers
- Liquidate unused inventory via returns, wholesalers, and online sales (Amazon, etc.)
- Oversee textbook buyback programs

#### Store Operations Manager: Oct. 2015-Oct. 2018

- Communicated and coordinated with 25+ campus stores around the country
- Scheduled and organized travel for a team
- Managed store logistics and scheduling
- Assisted with account and relationship management in high-stress situations
- Developed materials to integrate new partners
- Trained new employees and managers
- Improved processes for service efficiencies
- Created communication and engagement plans for local campus stores

#### Logistics Manager: July 2014-Oct. 2015

- Co-led a team of 30+ direct reports
- Formed communication plans with stores and other departments
- Developed procedures for order discrepancy resolution, cutting required time by over 50%
- Implemented receiving and processing systems that significantly reduced labor cost
- Led and promoted Tree of Life's textbook buyback program

### Tree of Life Bookstores (cont.)

#### Buyback Manager: June 2013-July 2014

- Managed a team of textbook buyers, including scheduling and planning travel
- Developed marketing strategies for buyback
- Promoted buyback service to campus directors via email and phone
- Coordinated across multiple departments to solve problems

### Indiana Wesleyan University

#### Course Writer: Nov. 2016-April 2017

- Wrote an introductory public relations course for an online delivery format
- Reviewed a communication research course

#### Student Developer: Nov. 2012-June 2013

- Produced video projects for online courses
- Wrote support documents for faculty
- Wrote website content using information from others

### KidzMatter/Awana

#### Communication Specialist: Sep. 2004-Nov. 2012

- Planned/wrote an email each week for 20,000+ customers
- Started/managed Twitter and Facebook pages, with organic growth of 400% YOY
- Developed/executed an external communications plan
- Wrote and assistant edited *K! Magazine*
- Developed media kit for advertising sales
- Assisted in customer and tech support
- Created, administered, and analyzed surveys
- Coordinated two major web launches

## Skills and Traits

- Group communication and organizing
- Social media writing and management
- Writing/speaking
- Employee training