

Evan Johnson

CREATIVE MARKETING · SOCIAL MEDIA · VIDEO

Middletown, Connecticut (860) 682-7434 compasscreativereply@gmail.com

Founder-led creative marketer specializing in social media management, short-form video, and content creation for local businesses. Hands-on across the full Adobe Creative Suite, photography, and videography — turning everyday brand moments into consistent, engaging content.

EXPERIENCE

Freelance Creative Marketing

Freelance

Using Adobe Creative Suite, photography, videography, and social media to create engaging marketing content for brands and businesses.

Social Media Content Creation & Management

Eli Cannon's Brewing Collective (ECBC)

Created and managed social media content for ECBC, including event recaps, product releases, and campaign-driven video content.

Digital Marketing / Content Creation Intern

Siena University Athletic Communications

Created videos, graphics, and other content for Siena University Athletics' social media platforms.

Media Intern

Saints March On

Filmed and edited promotional content for the Saints March On NIL Collective and its featured athletes, using Adobe Premiere Pro and other Adobe Suite applications.

EDUCATION

B.A. in Communications, Marketing Track

Minor in Multimedia Design — Siena College

SKILLS

Adobe Creative Suite

Photography

Videography

Social Media Management

Short-Form Video Editing

Content Strategy