

JOHN EVRARD-MARSH

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ABOUT ME

Experienced in diverse industries such as operations and protection management, marketing, content, and brand communications. Skilled in campaign development, SEO, digital content creation, and project coordination, with experience improving brand visibility and driving measurable engagement. Combines creativity, organization, and data-driven decision making to support cross-functional teams and deliver polished, effective marketing work

TOOLS & SKILLS

Brand Strategy & Brand Identity	Campaign Planning	Brand Asset Creation
Adobe Creative Suite	Social Media Management	Content Strategy
Canva	Web Design & On-Page SEO	Project Coordination

PROFESSIONAL EXPERIENCE

Assets Protection Manager - Target

Aug 2023 - Present

- Promoted within 16 months for outstanding performance.
- Ranked in Top 10% of performers company-wide.
- Led and coached a team to meet operational goals.
- Implemented tracking processes to improve efficiency.
- Collaborated cross-functionally with store leadership to align communications.

SEO Strategist & Web Designer - LevyIT Consulting

Aug 2024 - Jul 2025

- Increased client website traffic by 10% through on-page SEO, and keyword optimization.
- Designed and developed branded landing pages that improved conversions and reduced bounce rates by 5%.
- Analyzed analytics dashboards to identify opportunities for growth and refine content strategy.

Media Marketing Intern - DecimateGG

Dec 2023 - Jun 2024

- Boosted social engagement by 15 % through short-form content, competitive research, and trend research/integration.
- Assisted in community communications and management, helping maintain audience engagement and brand voice.

Social Media & Publicity Coordinator - Sigma Beta Rho

May 2021 - May 2023

- Developed weekly content calendars and ensured consistent messaging aligned with values.
- Supported recruitment, events and campus visibility through targeted campaigns and on-brand storytelling.
- Designed graphics, event promotions, and recap content that strengthened chapter visibility and engagement by 20%.

Freelance Graphic Designer

Feb 2020 - Jun 2022

- Designed brand identities, logos, and social media graphics for artists, small businesses, and organizations.
- Create brand decks and proposals for clients. Rebranding client social media and content plans.
- Produced multi-platform creative assets including promotional flyers, and digital campaigns.

EDUCATION

Master of Marketing - Southern New Hampshire University

Aug 2025 - Present

Bachelor of Arts - University at Albany

Jan 2021 - May 2023

Associate of Arts - Suffolk County Community College

Aug 2018 - Dec 2020