

EVAN TANTUM



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Marketing | Business Development | Leadership
Delivering quantifiable solutions through innovative thinking.

While successfully overcoming challenges in dynamic, fast-paced environments, I have excelled and proven myself an asset within various domains.

As a natural leader, I have helped achieve business growth through the fostering of strategic partnerships, increased sales, managing and training sales teams.

I have been instrumental in developing better business practices, including creating operating procedure content and streamlining training modules to increase onboarding efficiency, productivity, and output.

EDUCATION EXPERIENCE

- Criminal Justice
Gwinnett Technical College
Lawrenceville, GA
2008 to 2009
- Law Enforcement Certification
Northeast Georgia Regional Police
Academy
Athens, GA
2007
- Computer Information Systems
St. Petersburg Junior College
Clearwater, FL
2000 to 2002

Marketing Director
Dawson Van Orden, Inc.
Austin, TX
May 2015 - Present



- Manage the marketing budget for a multi-million dollar engineering firm.
- Facilitate the establishment and growth of engineering offices into new markets outside of the Houston, Texas region.
- Develop and launch a modern and cohesive brand identity for the existing firm to demonstrate the unified expansion to new markets.
- Champion the use and implementation of CRM and Deltek Ajera accounting and project management software.
- Created internal software training materials, the handbook of operating procedures, as well as presentation information for employee training sessions.
- Responsible for market research and industry outreach in new markets.
- Handled business development responsibilities in multiple markets.
- Canvassing and prospecting new markets to build professional relationships and generate new business.
- Create and manage all marketing campaigns for both online promotion and direct mail.
- Designed physical marketing collateral; business cards, flyers, letterhead, etc.
- Generated stand alone proposals, as well as supplements to partner's proposals.
- Oversee company website and responsible for updating social media pages.
- Manage the logistics and operations of trade show exhibitions nationally.
- Direct all internal and external events in multiple regions.
- Worked with multiple chapters of the American Institute of Architects to increase brand awareness.

SKILLS



INTERNATIONAL EXPERIENCE

Marketing Manager
Waya Services
Houston, TX
February 2019 - Present



- Developed brand identity for Native American minority owned business.
- Designed brand logo and marketing collateral.

Marketing Manager
Mertzson Construction
Houston, TX
May 2019 - Present



- Developed brand identity for a general contractor.
- Designed brand logo and marketing collateral.



PROFESSIONAL AFFILIATIONS

- Real Estate Council of Austin (RECA)
Member
Membership Committee
Events and Communications Committee
- Society for Marketing Professional Services (SMPS)
Member

AWARDS

- Knockout Night Champion
RECA
2019
- Top Sales Person
Big Ass Fans
2013
- Golden Shield Honors
Mothers Against Drunk Driving
Bronze Pin
Georgia 2009, 2011
- Police Star Award for Bravery
Norcross Police Department
Sep 2009
- Officer of the Month
Norcross Police Department
Jun 2008; May 2009; Oct 2009
- Top Producer - Atlanta Region
IndyMac Bank
Q1 2005

Area Sales Manager
Kingspan Insulated Panels Australia
Brisbane QLD
February 2015 - March 2015



- Presented product information to architects, specifiers and building managers.
- Conducted technical presentations for roofing and cladding contractors including builders, architects, and developers.

National Sales Manager
icatchers Exhibitions and Displays
Archerfield QLD
September 2014 - January 2015



- Strategized and implemented campaigns to help extend the reach of an established national business which specialized in custom exhibition displays.
- Established customer relationship management processes that could be shared across teams to help deliver outstanding customer service.
- Built a client database to track new clients and increase retention.

National Architect and Design Consultant
Big Ass Fans Australia Pty Ltd.
Tingalpa QLD
July 2012 - July 2014



- Launched Haiku product in Australia in 2012 and drove new product sales to over \$3 million in 2013.
- Leader in company sales for the Haiku product and consistently averaged 20% of total company sales for multiple quarters.
- Developed an efficient sales process used specifically across the Asia Pacific region which included writing technical manuals, creating presentations and developing in-house training procedures.
- Represented Big Ass Fans at national and international trade shows and mentored and coach sales teams at shows.

Admin Officer
Royal Flying Doctor Service
Bowen Hills QLD
September 2011 - March 2012



- Liaison between Royal Flying Doctor Service-Queensland and Telstra, managed the mobile device inventory and repairs.
- Implemented a new procedure to expedite the bill payment process for bills that did not integrate with payment system, Finance One.
- Used existing resources to automate the expense system creating a more streamlined process.

Police Officer
Norcross Police Department
Norcross, GA
June 2007 - August 2011



- Operated autonomously as a self-initiated patrol officer safely enforcing traffic laws and responding to dispatched calls ranging from assisting citizens to high-stress crimes in progress.
- Wrote detailed reports of incidents and testified to those events in open court on criminal cases in municipal court, state court and superior court
- Responded to high risk calls and served high risk warrants as a member of the special weapons and tactics team (S.W.A.T.).
- Lead the department in DUI arrests in 2009.