

MARK T. EVANS

COMMUNICATIONS & GRAPHIC DESIGN PROFESSIONAL | URBAN PLANNING CANDIDATE

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PROFESSIONAL SUMMARY

Communications and graphic design professional experienced in producing polished publications, coordinating cross-functional creative work, and translating complex programs and community initiatives into clear, accessible content. Advanced Adobe Creative Suite user with strengths in layout design, brand standards, quality review, digital and print collateral, and deadline-driven project coordination. Current Master of Urban and Environmental Planning candidate bringing knowledge of transportation, land use, community engagement, and equitable urban development.

CORE SKILLS

Document & Design: Publication design; layout; visual storytelling; branded templates; print and digital collateral; quality review

Coordination & Communications: Cross-functional project coordination; workflow development; stakeholder communication; content development; internal communications

Tools: Adobe Creative Suite (including InDesign, Illustrator, and Photoshop); Microsoft Office; SharePoint; Google Workspace; Monday.com; WordPress; Squarespace; Canva; Mailchimp; Constant Contact

PROFESSIONAL EXPERIENCE

Associate Director, Graphic Design | Aug 2023 - Apr 2025

CWS Global | Remote

- Produced annual reports, program reports, campaign materials, and other high-visibility publications from concept through final design, applying clear visual hierarchy and consistent brand standards.
- Served as creative operations lead for cross-functional projects with marketing, communications, and program teams, coordinating timelines, deliverables, review cycles, and workflows.
- Created and maintained a centralized library of branded templates, training materials, and design resources that enabled staff to produce consistent, high-quality content.
- Standardized design workflows and quality-review practices to strengthen consistency and production efficiency across communication channels.
- Managed and mentored a junior designer, providing creative feedback and establishing structure for design reviews and asset management.

Senior Communications Specialist | Mar 2022 - Aug 2023

CWS Durham | Durham, NC

- Led communications and design for North Carolina offices, managing print collateral, websites, newsletters, social media, and campaign materials for diverse public audiences.
- Managed end-to-end production of regional communication deliverables, coordinating messaging, design, digital distribution, and project schedules.
- Produced culturally responsive written and video content centered on refugee and immigrant voices to support community engagement and donor communications.
- Built a centralized staff resource portal with branded templates and digital assets, streamlining access to communications resources.
- Developed a new visual identity, supporting assets, and website for the organization's largest annual campaign.

PROFESSIONAL EXPERIENCE, CONTINUED

Coordinator of Administration & Communications | 2019 - 2022

Duke Memorial United Methodist Church | Durham, NC

- Managed organization-wide communications across website, print, email newsletters, and social media, maintaining consistent, mission-aligned messaging.
- Partnered with senior staff to develop communication strategies for program needs while preserving a cohesive organizational voice and visual identity.
- Led a brand refresh spanning logo, color, typography, copy, and photography standards, and trained staff and volunteers on implementation.
- Created and distributed digital and print content and adapted communication strategies during COVID-19 to sustain engagement through virtual platforms.
- Supported internal communications and event-registration systems to improve coordination for organizational programs and initiatives.

Co-Owner / Short-Term Rental Operations Manager | 2025 - Present

Mulberry on Lincoln LLC | Raleigh, NC

- Direct daily operations, including guest communications, booking management, scheduling, vendor coordination, maintenance, and property oversight.
- Coordinate multiple service workflows and deadlines to maintain consistent property standards and guest-ready operations.
- Track expenses, reimbursements, and payouts while supporting bookkeeping and financial organization.
- Evaluate prospective properties using neighborhood context, land use surroundings, housing condition, and market demand.

ADDITIONAL EXPERIENCE

Intern, General Board of Church & Society, UMC (2018) | Intern, NC Council of Churches (2017) | Program Specialist, Camp Chestnut Ridge (2014-2015) | Ministry Intern, Clemson Wesley Foundation (2013-2014)

EDUCATION

Arizona State University | Master of Urban and Environmental Planning, expected Spring 2027

Southern Wesleyan University | B.S., Recreation Services Management, magna cum laude, 2013

Duke Divinity School | Graduate study in Divinity, 2016-2018

PLANNING KNOWLEDGE

Transportation and land use | Community engagement | Equitable urban development | Visual communication for public-facing planning work