

Evan Doyle

Education

Ball State University Class of 2017

MA in Public Relations

Indiana Wesleyan University Class of 2013

BS in Public Relations & Christian Education;

Minor in Biblical Literature

Professional Experience

Tree of Life Bookstores

June 2013-present

Store Operations Manager: October 2015-present

- Communicate and coordinate with 25+ campus stores around the country
- Manage store logistics and scheduling
- Assist with account and relationship management in high-stress situations
- Develop materials to integrate new partners into the Tree of Life network of stores
- Improve processes for service efficiencies
- Create communication and engagement plans for local campus stores

Logistics Manager: July 2014-October 2015

- Co-led a team of 30+ direct reports
- Communicated regularly with campus stores and other internal 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

Buyback Manager: June 2013-July 2014

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

Professional Experience (cont.)

Indiana Wesleyan University: Course Writer

November 2016-April 2017

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

Indiana Wesleyan University: Student Developer

November 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

September 2004-November 2012

- Planned/wrote an email each week for 20,000+ pastors
- 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

Publications

Context, Context, Context: Priming Theory and Attitudes towards Corporations in Social Media

Evan Doyle and YoungAh Lee. 2016. *Public Relations Review* 42 (5): 913-19. doi:10.1016/j.pubrev.2016.09.005.

Skills and Traits

- Group communication and organizing
- Writing/speaking
- Theological training
- English fluent, Spanish familiar