

# Evi Loveres-Hubley

[www.evilovertes.com](http://www.evilovertes.com) | [linkedin.com/in/evilovertes](https://linkedin.com/in/evilovertes)

A passionate creative with a strategic brain and a diverse background who loves to bring ideas to life. A leader with the ability to inspire, challenge, and manage various personalities through the most challenging work environments. A thinker with the ability to take marketing strategy and provide direction that turns into effective visual solutions. A humbly-ambitious individual, who's eager to help take your organization to the next level.

## WORK EXPERIENCE

### **Progrexion**

07/2021 - 07/2022  
Salt Lake City, UT

#### **Creative Director**

Managed a team of 9, comprised of Art Directors, Operations Manager & Copy Director to deliver, review, and approve all forms of creative and content from design, copy, video, and more for three credit-related brands: Credit.com, Creditrepair.com & Lexingtonlaw.com.

Led the rebrand of the in-house creative team to "257 agency" to create the team's identity, attract future talent and re-establish the team's reputation as the brand experts.

Optimized processes and developed reporting to create a big-picture view of creative resource utilization.

### **The University of Arizona**

03/2013 - 08/2021  
Tucson, AZ

#### **Creative Director | 02/2014 - 08/2021**

Oversaw concept development, design direction, and production of all creative materials for the Department of Enrollment Marketing & Communication, which contributed to bringing in the [most diverse](#), [highest-achieving](#), and [largest incoming class](#).

Managed a high-performing creative team of 5, with direct oversight of the Associate Creative Director and Photo/Video Manager. Advocated for several leadership positions, career development plans and salary equity for various team members, which resulted in higher team productivity and retention rates.

Won the [most](#) American Advertising Federation awards ([ADDY awards](#)) for the department of Enrollment Marketing.

Led the video content concept and production for the University of Arizona's student and campus life [YouTube channel](#) developing video content with various strategic objectives and a shoestring budget.

Spearheaded the creation and execution of a [virtual University of Arizona](#) in Minecraft during the COVID-19 pandemic for National College Decision Day within one month and a budget of \$1500.

Created better processes and procedures for approvals that helped work flow more efficiently and over 97% of creative deadlines consistently met.

#### **Visual Designer | 03/2013 - 02/2014**

Principal Designer for The University of Arizona's commencement that [received national press from Huffington Post](#). Directed event cameras for the event with over 30,000 live and streamed viewers.

**McFadden/Gavender  
Advertising**  
11/2011 - 03/2013  
Tucson, AZ

### **Creative Manager**

Oversaw the production side of the creative and online team, managing all the design resources to support over 12 clients.

Worked with the Creative Director as the principal designer assigned to handle the creative work on the agency's biggest accounts such as: Sprouts, SweetLeaf, Cedarlane Foods.

**Arizona Daily Star**  
02/2009 - 11/2011  
Tucson, AZ

### **Lead Designer, Advertising**

Designed and developed multiple print, online ads, and marketing campaigns to retain existing customers.

Served as the lead designer for new business or key accounts, which led to additional business revenue.

**KVOA Comms.**  
03/2008 - 02/2009  
Tucson, AZ

### **Graphic Designer**

Designed and operated, on-brand, and accurate creative news graphics on prime time slots under very tight deadlines.

## EDUCATION

**The University  
of Arizona**  
2019-2021  
Tucson, AZ

### **Bachelor of Applied Science, Organizational Leadership**

Developed Marketing Plan for a Utah-based business owner as Senior Capstone Project  
4.0 GPA

**Pima Community  
College**  
2008  
Tucson, AZ

### **Associates Applied Science, Graphic Design**

Member of Pima Community College Student Advertising Federation  
Phi Theta Kappa  
3.7 GPA

## SKILLS

### INDUSTRY KNOWLEDGE

DESIGN	● ● ● ● ●
UI/UX	● ● ● ● ●
ADVERTISING	● ● ● ● ●
BRANDING	● ● ● ● ●
MARKETING	● ● ● ● ●

### TOOLS & TECH

PHOTOSHOP	● ● ● ● ●
INDESIGN	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●
XD	● ● ● ● ●
PREMIERE	● ● ● ● ●

### INTERPERSONAL

LEADERSHIP	● ● ● ● ●
ART DIRECTION	● ● ● ● ●
PROJECT MGMT.	● ● ● ● ●
PRESENTATION	● ● ● ● ●

## VOLUNTEER WORK & CERT.

- Served as Volunteer Area Director for Toastmaster International (2019-2020), overseeing the success of several clubs throughout Southern Arizona.
- Competent Communicator & Competent Leader Certification, Toastmasters International.