

EVAN T. PILAK

Permanent Address
3875 S. Clement Ave. #6
Milwaukee, WI
(414) 430-0726
evan.pilak@gmail.com

EDUCATION:

MARQUETTE UNIVERSITY

Milwaukee, WI

Bachelor of Science in Business Administration
Major: Marketing
Minor: Advertising
Graduation Date: December 2010

EXPERIENCE:

March 2005 - Present

MARCUS VALUE CINEMA OAK CREEK

Oak Creek, WI

General Manager

- Oversee financial, personnel and administrative aspects of theater
- Conceptualized, designed and implemented marketing initiatives at theater to increase sales and Facebook fans

November 2011 - December 2011

KOHL'S CORPORATE OFFICES

Menomonee Falls, WI

Digital Content Production Coordinator

- Coordinate ad event production, creation of site navigation and merchandise categories and maintenance

April 2010 - August 2010

ROARING FORK RESTAURANT GROUP

Milwaukee, WI

Social Media Intern for Qdoba Mexican Grill

- Increased Qdoba's Facebook page by 1,100 fans, and increased Qdoba's Twitter followers by 200 through promotions and day-to-day interactions
- Prepared five month action plan for all 32 markets including contests and other social media opportunities to increase sales and web presence

December 2010 - March 2011

BADGER TRUCK

Milwaukee, WI

Marketing Consultant

- Prepared marketing plan for new Quick Lane Oil Change location, using various medias and methods to better reach the target consumer

August 2009 - May 2010

MARQUETTE UNIVERSITY STUDENT GOVERNMENT

Milwaukee, WI

Creative Director

- Oversaw team of designers for the largest student group on Marquette campus
- In charge of branding, designing and promotion of a variety of events and activities around campus

May 2009 - December 2009

MERGE HEALTHCARE

West Allis, WI

Marketing Intern

- Prepared extensive report regarding effectiveness of Google Adwords and provided personal recommendations and revamped statistical bookkeeping for website users, leads, and traffic funneling

OTHER SKILLS:

- Milwaukee Center for Independence Volunteer; built Microsoft Access database to simplify volunteer registration and hours log