

# EVAN RANSONET

evanransonet@gmail.com • 337.303.4154  
[My Portfolio](#) • [www.linkedin.com/in/evanransonet/](http://www.linkedin.com/in/evanransonet/)

## EDUCATION

### Louisiana State University (LSU), Baton Rouge

August 2020- May 2024

*Bachelor of Arts, Mass Communication*

**Concentration:** Digital Advertising

**Minor:** Business Administration

## EXPERIENCE

### Communications Specialist

April 2025- Present

*Louisiana Lottery Corporation, Baton Rouge, LA*

- Writes, proofreads, and designs promotional and educational content for email, newsletters, press releases, web pages, and social media to support organizational marketing goals.
- Coordinates communication workflows by maintaining content calendars, responding to inquiries, and collaborating across departments to ensure clear, consistent messaging.

### Marketing Apprentice

October 2024- April 2025

*Fulcrum Sales and Marketing, Broussard, LA*

- Wrote and created digital newsletters, social media videos, print collateral and email campaigns to increase client engagement and attract new business opportunities.
- Supported client outreach efforts by building contact lists and automating outbound marketing.

### Communications Intern

February 2024- July 2024

*Center for Planning Excellence (CPEX), Baton Rouge, LA*

- Organized and promoted the 2024 Louisiana Smart Growth Summit, a conference with 200+ international attendees, 50+ speakers, and 15 sessions, while managing press releases, social media, email campaigns, and newsletters for a 2,000+ mailing list.
- Contributed to communications and marketing for community outreach, event promotions, and multi-platform campaigns, including graphic design, content marketing, and brand writing.

### Creative Services Director / Assistant Station Manager

November 2023- May 2024

*LSU Tiger TV, Baton Rouge, LA*

- Founded Tiger TV's Creative Services department, managing brand strategy, team leadership, staff training, and performance optimization strategies while developing new marketing campaigns that drove a 250% increase in social media following and 400% growth in engagement.
- Organized Battle of the Bands 2024, raising a record \$25K and attracting 1,500+ attendees through talent coordination, marketing, branding, and event operations.

### Community Marketing Assistant

October 2022- November 2023

*The Villas at Riverbend (Varsity Campus), Baton Rouge, LA*

- Developed and executed leasing strategies to achieve maximum occupancy, utilizing social media, email, and print advertising while analyzing tenant data through CRM platforms to optimize campaigns and communication.
- Monitored market trends, competitor activities, and housing regulations to inform leasing strategies and adjust database marketing for tenant retention and acquisition.

## SKILLS | ACTIVITIES | AWARDS

**Technical:** Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects), Canva, CapCut, WordPress, Wix, Squarespace, Photography, Videography

**Digital:** HubSpot, Mailchimp, Constant Contact, GetResponse, Hootsuite, Opal, Google Analytics, SEO, Paid Digital Ads (Google, Facebook), Social Media Platforms (Facebook, Instagram, X, LinkedIn, TikTok)

**Professional:** Writing & Editing (AP Style), Public Relations, Media Relations, Event Marketing, Fundraising, Sponsorships, Website Management, Campaign Coordination

**Multimedia Journalist and TV Producer, LSU Tiger TV, 2021- 2022 (two non-consecutive semesters)**

**Advertising Federation at LSU, Active Member, Spring 2024**

**LSU Certified Communicator, Earned Spring 2024**