

SAVANNAH EVANOFF

CREATIVE STRATEGIST

CONTACT

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EDUCATION

BACHELOR OF SCIENCE Biological Sciences

+24 COLLEGE CREDIT HOURS Multimedia Journalism

Oklahoma State University
December 2013

SKILLS

Soft Skills:

Brand Voice Development
Social Media Strategy
Thought Leadership Content
Client Communication
Creative Collaboration

Technical Skills:

Adobe Creative Suite
Final Cut Pro
Canva
Hootsuite
Trello/Notion/Asana
Podcast/Video Production
Various CMS

Editorial Skills:

AP Style
Copywriting
Copy editing
Interviewing
AI Prompt Writing

WORK EXPERIENCE

DIRECTOR OF SOCIAL MEDIA

Ring Ring Marketing, April 2025 – Present

- Led in-house social media strategy across Facebook, LinkedIn and Instagram and X.
- Managed social networking for all company social media accounts.
- Recorded 10 short-form videos monthly about digital marketing that consistently received the highest engagement and ThruPlays.
- Consulted with joint venture partners on social media strategy.
- Oversaw post creation for clients in multiple industries.

EDITORIAL DIRECTOR

Ring Ring Marketing, January 2024 – April 2025

- Oversaw editorial, pitching articles for trade magazines in deathcare, home care, assisted living and home improvement.
- Produced as many as 20 ghostwritten articles monthly for Founder & CEO Welton Hong, published across more than 25 media outlets.

MARKETING COORDINATOR

Ring Ring Marketing, January 2022 – January 2024

- Managed a cross-functional team of as many as 10 marketing, design and social media professionals to execute in-house and client ad projects.

FEATURES REPORTER

Northwest Florida Daily News, May 2016 – January 2022

- Built strong relationships within the local music scene and created a newsroom concert series, featuring local and touring musicians, live streamed across social media platforms.
- Wrote articles for the front page, local and features sections of the regional newspaper, as well as its weekly entertainment magazine.
- Planned, styled and coordinated photo shoots from concept to execution.
- Launched and co-hosted a local entertainment podcast.

FREELANCE WRITER, COPY EDITOR

Independent News (Inweekly), January 2016 – Present

- Pitched and reported stories spotlighting music, arts and business in Pensacola, Florida.
- Copy edited magazine issues for AP style compliance, ensuring accuracy and meeting tight publication deadlines
- Balanced multiple short- and long-term assignments.