

Evelyn Honey

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Experience

Howdy

Denver, CO

Creative Strategist

November 2024 – Current

- Lead creative strategy for integrated B2B campaigns for Fortune 500 enterprise clients across direct mail, digital activations, and executive experiences
- Develop campaign concepts, messaging frameworks, and creative direction aligned with ABM and GTM initiatives, contributing to more than \$5M in closed deals.
- Shape creative direction by synthesizing audience insights, client goals, and brand positioning
- Partner with sales to evaluate performance and refine creative strategy
- Manage and direct a distributed team of freelance designers and copywriters, assigning work, reviewing output, and ensuring on-concept execution
- Track and translate emerging design, social media, and consumer behavior trends into fresh, strategic creative opportunities

Lead Designer and Copywriter

November 2021 – Nov 2024

- Concepted creative directions that supported client marketing and sales initiatives
- Designed and produced creative assets for multi-channel campaigns across print, digital, packaging, and experiential touchpoints
- Wrote campaign copy including taglines, messaging, scripts, and conceptual narratives
- Coordinated production logistics including vendor communication, proofing, and quality control

Love, Honey Studio

Denver, CO

Founder + Creative Director

July 2019 – November 2021

- Built brand identities and visual systems for value-driven clients across industries
- Lead brand strategy, creative direction, and multi-channel campaign execution
- Managed client relationships, project timelines, subcontractors, and full studio operations
- Part of the core team that launched a DTC healthcare brand generating over \$1M in first-day sales

Westcor Land Title

Denver, CO

Graphic Designer

February 2019 – July 2019

- Designed marketing materials, presentations, templates, and digital assets to support corporate initiatives
- Managed email marketing workflow including production, scheduling, and reporting
- Supported cross-functional teams with brand-consistent design solutions

Holland & Hart LLP

Denver, CO

Graphic Designer

June 2015 – February 2019

- Served as lead designer for firm's external website redesign and intranet modernization projects
- Created interactive prototypes, brochures, infographics, and campaign materials
- Designed and executed email marketing campaigns in collaboration with client services
- Photographed and edited attorney and staff headshots

Volunteering

Metro Caring

Denver, CO

Volunteer

June 2025 – Current

- Support Metro Caring's food access programs by assisting with distribution, customer service, and community-facing resource activities.

Skills & Interests

Technical: Adobe Creative Suite — Illustrator (Advanced), Photoshop (Advanced), InDesign (Advanced), Premiere Pro (Intermediate); Figma (Intermediate); Google Workspace (Advanced); Wix (Intermediate)

Language: Spanish (Beginner; actively learning)

Interests: Recipe development, urban gardening, birding, pilates, reading

Education

Sage College of Albany

Albany, NY

Coursework in Graphic Design • 2014–2015