



BIO: TONYA SEAVERS EVANS

Tonya Evans is a communications and marketing professional with over 10 years of experience in corporate communications; mission, vision and value messaging; employee communications; media relations; event planning; and marketing communications. Ms. Evans has represented various industries including healthcare, staffing services, security services, entertainment, fine arts theatre, human resources and non-profit agencies.

- Fortune 500 marketing/corporate communications experience with Spherion Corporation and Tyco International's ADT Security Services (5 yrs)
- Development and special event experience with Boys & Girls Clubs (3 yrs)
- Public relations agency experience (5 yrs)

Career Accomplishments:

- Launched successful media strategies that resulted in local and national media coverage
- Produced monthly news magazine delivered to 21,000 employees each month
- Produced award winning corporate video for employees throughout the United States and Canada
- Integrated new strategy with marketing, sales and branding messages
- Developed comprehensive marketing strategy for the Boys & Girls in Maryland, Virginia and the District of Columbia that increased brand awareness of the Clubs and their services by 35%
- Launched employee integration plan following the largest merger in the history of the staffing agency
- Contributed to post-merger sales growth of 20% via successful communications program
- Coordinated seven city CEO town hall meeting with over 5,000 employees around the United States and the United Kingdom
- Managed communications plan for major restructuring/downsizing

Education:

B.S. Journalism & Mass Communication, Florida International University