

# EVA ROETHLER

She/her • [EvaRoethler.com](http://EvaRoethler.com) • [Eva.C.Roethler@gmail.com](mailto:Eva.C.Roethler@gmail.com) • 319.321.0658

## HIGHLIGHTS

### EDITORIAL

Planned, commissioned and edited monthly departments and columns on a variety of topics at *Comstock's* magazine.

Pitched, planned, commissioned and edited monthly branded content with three features, infographics, side bars, and other components at *Comstock's* magazine.

Pitched and wrote web stories, columns and features for *Comstock's* magazine.

Profiled executives from household brands such as Driscoll's Berries, Denny's Diners and Mission Avocado at *The Snack* magazine.

### LEADERSHIP

Managed stable of 30 journalists at *Comstock's* magazine.

Promoted through Leadership Excellence corporate training program as head of Snoboy marketing.

Leadership award at Stamats Communications.

### CREATIVE

797 million GIF views and 1.3 million Instagram filter impressions with users including Cyndi Lauper.

Managed creative direction for all advertising, branding, marketing, and website design at Snoboy.

## WORK HISTORY

Contributor, **Comstock's magazine**, Remote, Present

Editor, **Comstock's magazine**, California, Nov 2017 - Oct 2020

Editorial Associate, **Vantage Point Media**, California, Jul 2016 - Oct 2017

Marketing Coordinator, **Snoboy produce**, Remote, Dec 2012 - Sep 2015

Extended history: Content management, publishing, management and admissions

## EDUCATION

Bachelor of Science, Human Nutrition, Arizona State University

*Cum Laude* graduate, Sun Devil scholarship recipient

## CORE STRENGTHS

Media and publishing  
Writing and reporting  
Copywriting  
Substantive editing  
Copyediting  
Leadership and training  
Content planning  
Content management  
Public relations  
Marketing strategy  
Creative direction  
Budget management  
Negotiation  
Event planning  
Design and photography

## TOOL KIT

Email marketing  
Websites and analytics  
Spark AR creator  
GIPHY verified artist  
Project management  
Adobe Creative Suite  
Google Docs

## PERSONAL WORK

Red Museum, events  
Free Art Friday, coordinator  
Muscular dystrophy, volunteer  
Bike East Bay, volunteer  
AXIS Dance, volunteer  
Reductress, contributor  
Little Village, contributor  
Disability Acts, contributor