

Lance Q. Evans, J.D., M.S Journalism, B.S. Poli-Sci

EDUCATION

MS, 1992 Columbia University, Graduate School of Journalism, New York, NY

Print, Broadcast, Electronic. Writing, Editing, Video Editing, Interviewing, Production, News Coverage.

JD, 1987 Villanova University, Graduate School of Law, Villanova, PA

General, Contracts, Business, Estate, Securities, Criminal, Corporate

BS, 1984 Loyola College, Political Science, Baltimore, MD

Liberal Arts, International/National Politics, Business, Law, Cultures, Customs, Religions, Philosophy

SPECIALTIES/SKILLS

Social Media Savvy: Facebook, Twitter, Youtube, LinkedIn, Blogs. Video/Digital Production/Editing. Web Content, Producer, Reporter. Writer, Editor. Expert at story pitches. Spokesperson: Able to represent an organization's views to stakeholders and audiences in thoughtful, engaging and easily understandable ways. External/Internal Communications: Messaging, Message Production and Packaging, Brand Partnerships, Strategic Thought Leadership/Advisor, Social Media, Event Planner/Speaker, Speechwriter, Talking Points. Executive/Staff Media Interviews/Training. Able to conduct Satellite/In-person Interviews. Camera Ready/Friendly. Microsoft Office Suite, Adobe, Multi-Media Platforms, English (native) and Spanish (conversational),

EXPERIENCE

National Management Solutions, LLC, Mitchellville, MD, 2008 to present

Communications Director/.Legal Advisor

- Expanded client base by 50% 2yr and 3yr end consistently communicating and promoting client business goals and delivering multi-media marketing/communication expertise to complete client satisfaction.
- Business Development
- Oversaw all external communications including WOSB 8(m) opportunities and webinars as well as B2C/B2B and both stakeholders and potential stakeholders.
- Advised and counseled CEO/President on all strategic external messaging.
- Oversaw all internal strategic communications between executive management and staff. Manage 4 reports.
- Utilized Social Media to communicate and promote business metrics.

Yerger Technologies, Washington, DC, 02/2010 to 07/2011

Chief Strategic Communications Officer

- Member, Board of Advisors.
- Member of team that developed and launched prototype B2B mobile application.
- Member of team that identified opportunities for new customer base and new revenue sources as well as developed multi-media communications platforms.
- Advised and counseled CEO and top execs for media interaction; and utilized social media in communications. Managed 5 reports.
- Business Development.
- Conceived, developed and executed company's short and long term strategic plans and communications and identified sources of appropriate human capital.
- Conceived and developed company's social media strategies (Facebook, Twitter) , company ethics and compliance programs and power point presentations.

ZoomandLook.com, San Francisco, CA, 2005-2007

Co-Founder/Communications Manager

- Created online multi-media platform video packaged real estate listings for top-tier realty clients such as Caldwell Banker agents.
- Developed, wrote, managed and executed all aspects of company from marketing and communication strategy to brand image, mission statement, advertising, message and legal filings.

Alioto for San Francisco Mayor, San Francisco, CA, 2003-2004

Chief Spokesperson/Press Secretary

- Proven ability as a Major U.S. City Mayoral Candidate Press Secretary and on-the-record Spokesperson. Managed 20 reports.
- Proactively gained candidate national news media exposure in CNN, Fox News, NBC, NYT and Wall Street Journal as well as most local news media organizations.
- Devised and implemented external communication strategies for rapid-fire responses on issues that could negatively impact campaign.
- Wrote press releases, newsletters, position papers, candidate briefs, candidate talking points and website content. Developed media, activist and political contacts.
- Advised, Counseled and Prepared Candidate, Angela Alioto, and Campaign Executives for Media Interviews.
- Managed all campaign social media outlets including website/content, newsletters, electronic communications/feedback.
- Devised and executed media events and pitched campaign issue based stories to media outlets.

KPIX-tv/CBS News O&O, San Francisco, CA, 1997-2003

General Assignment Reporter

- Reported daily on live television at CBS owned and operated station in one of the nation's largest media markets.
- San Francisco City Hall Political Bureau Reporter.
- Conceived, developed, produced, wrote and presented reports about Bay Area issues and events including California state politics (Mark Leno, Leeland Yee), San Francisco City Hall politics (Willie Brown, Gavin Newsom, the San Francisco Board of Supervisors), Oakland (Jerry Brown) and Silicon Valley.
- Covered top national political and business leaders including U.S. Presidents (Bill Clinton, George W. Bush), California Governors (Arnold Schwarzeneger, Gray Davis, Pete Wilson), U.S. Senators (Dianne Feinstein, Barbara Boxer), Members of Congress (Nancy Pelosi, Barbara Lee), Fortune 500 Companies and CEO's, TV and Film Stars and professional sports celebrities.
- Reported late breaking, fast paced events including, 9/11 coverage, political races, stem cell coverage, oil refinery explosions/releases, earthquakes, celebrity deaths, gangland murders, amusement ride tragedies, airplane crashes, major fires.

WKBW-tv/ABC affiliate, Buffalo, NY, 1995-1997

General Assignment Reporter/Anchor

- Lead Reporter and reported daily on live television at the number one powerhouse news station in Western New York.
- Covered national and regional news stories impacting Western New York including Governors, U.S. Senators and Member of Congress, the Buffalo Bills football team, Million Man March, Niagara Falls and Buffalo Politics, Television personalities from Lucille Ball to Sharon Stone.
- Reported late breaking news events impacting Buffalo including O.J. Simpson Murder Trial Coverage, Timothy McVeigh Family Reaction, Amy Fischer Trial, major snow storms and murder-felonies.
- Anchored Newscasts and co-hosted Talk Show
- Conceived, developed pitched, produced, wrote and presented Western New York and Southern Ontario Canada stories.

KGAN-TV/CBS affiliate, Cedar Rapids, IA, 1994-1995

Waterloo Bureau Chief/General Assignment Reporter

- Managed Waterloo Bureau and all news covering Northeastern Iowa from Waterloo to Dubuque.
- Waterloo and Cedar Falls Political Reporter
- Conducted News Stings outing state political executives who failed to meet minimum mandated requirements for the position they held.
- Anchored daily four minute news segment on news from Waterloo, Cedar Falls and Dubuque.
- Set the pace and standard on being the first to report breaking news of murder convictions in major cases.
- Conceived, developed pitched, produced, wrote and presented stories live on television daily.

ABC News, New York, NY, 1991-1992

Off-Air Reporter/Chief Desk Assistant.

- 1992 Political Editor-at-Large for the DNC primaries. Associate Producer: Peter Jennings Special: "Prejudice: Answering Children's Questions." Nightline: Researched and wrote stories for Ted Koppel's Nightline.
- International Desk, Chief Desk Assistant: researched international stories, moved news troops to stories around the globe. Managed 22 desk assistants.

FREEDOM FORUM, COLUMBIA UNIVERSITY, New York, NY 1991

Researcher: Researched potential future use of mobile phone caller ID, call waiting and call blocking.

CNN Washington Bureau, Washington, DC, 1/1990-5/1990

Writer/Editor/Intern.

U.S. Securities and Exchange Commission, San Francisco, CA 1987-1989

Enforcement Attorney/Law Clerk.

AWARDS

ABC FRANK REYNOLDS' FELLOWSHIP, Washington, DC 1991

Journalism Fellow: Reported from Pentagon, White House, Congress and various network news magazine shows.

Schumann Fellowship, Columbia University School of Journalism, New York, NY 1993

Journalism Fellow: researched, wrote, produced, edited, and reported cutting edge magazine style broadcast stories.

