

Contact

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www.linkedin.com/in/jacob-evans-12b8a141 (LinkedIn)

www.bcbsla.com/college
(Company)

www.auduboninstitute.org
(Company)

Top Skills

Microsoft Office

Fundraising

Event Planning

Certifications

Certified Staffing Professional

Certified Personnel Consultant

Honors-Awards

2012 Who's Who Among Colleges and Universities

Xavier University of Louisiana
Academic Scholarship

2010 National Urban League/ Black Executive Exchange Program - CIA Scholar

2013 Class of the Young Leadership Council's Leadership Development Series

2013 YLC Rising Mark Award

Jacob Evans

Program Manager, Diversity and Inclusion at Ochsner Health
Greater New Orleans Region

Summary

Starting as an Inroads Intern in 2009, Jacob performed Business Development and Relationship Management duties in support of the New Orleans Sales Office. Jacob joined BCBSLA as a permanent employee in 2012 as Event Planner for the Marketing and Diversity & Inclusion teams. In that role, Jacob supported Diversity & Inclusion awareness for the enterprise through hosting internal events as well as promoting BCBSLA through various external centers of influence. Jacob has partnered with Talent Acquisition / University Relations over the last year at numerous on-campus hiring events with our University partners as well as Veterans Service Organizations. In his new role, Jacob will be managing the Generation Blue® Internship Program, responsible for campus recruiting throughout the state, and provide targeted employment outreach to both Veterans and Individuals with Disabilities.

Experience

Ochsner Health

Program Manager, Diversity and Inclusion
June 2020 - Present (5 months)

Blue Cross and Blue Shield of Louisiana

11 years 1 month

Diversity Specialist

September 2018 - June 2020 (1 year 10 months)
Greater New Orleans & Baton Rouge, Louisiana Area

University Relations and Outreach

June 2015 - August 2018 (3 years 3 months)
Greater New Orleans & Baton Rouge, Louisiana Area

- Generation Blue Internship Program Manager
- Campus Recruiter
- Special Events Marketing
- Diversity and Inclusion

- Curriculum Designer
- Capital Budgeting
- New Program Creation
- Administration
- Human Resources
- Branding

Marketing and Diversity Planner

May 2012 - May 2015 (3 years 1 month)

Metro New Orleans & Baton Rouge

- Conducts leading edge diversity and sales research online and by other means to identify current trends, to summarize findings for Directors and to make program recommendations as appropriate
 - Prepares monthly reports for review (budget, special request, and calendar)
 - Develops and issues written correspondence to solicit community partners and follows up with contacts to maintain good working relationships
 - Handles all routine emails, calls, and files to maintain efficiency and promote excellent constituent services
 - Handles updates of all collateral materials for departments such as presentation, written materials, etc.
 - Promotes and represents BCBSLA at supported functions, events, etc.
- Functions as the BCBSLA Host and/or Event Planner for selected community events, trade shows, sporting, entertainment and diversity related events:
- o Schedules functions
 - o Sets up or arranges for the set-up of booths, communication equipment, stages, platforms, banners, etc.
 - o Ensures meeting rooms, suites or conference centers are arranged as required.
 - o Greets visitors, program speakers, special guests, customers and directors. Provides related customer service to ensure success of programs and events
 - o Arranges for event refreshments and catering, verifies and approves receipt of the food and service orders, and resolves discrepancies.
 - o Key contact for monthly Diversity and Inclusion sponsored events

INROADS Intern- Business Development

June 2009 - May 2012 (3 years)

Metairie, LA

- Conduct weekly scan of local media outlets to identify sales prospects, leads and business opportunities. Data gathered is shared with Regional Sales Team.

- Successfully negotiated and sold an advertising ad to our company on behalf of Xavier University's school newspaper, Xavier Herald.
- Represent Company at business and civic events including: Health Fairs, Non-profit events, Business Expositions and community fairs.
- Assisted with the management of Luxury/Corporate Suites at the New Orleans Arena and the Louisiana Superdome.
- Conducted cost analysis of suite expenses to insure budget objectives are met.
- Compile and analyze attendance rosters and tracking sheets for luxury sheets.
- Assisted with the implementation of the Blue Cross Blue Shield of Louisiana, Our Home Louisiana campaign in response to the 2010 BP Oil Spill. Traveled to 12 parishes to promote the campaign events.
- Coordinated New Orleans Office participation in the annual American Heart Association's New Orleans Heart Walk. Monitored team website, recruited participants, planned office kick-off and fundraising events.
- Coordinated Check Presentations to local non-profit recipients of funding from the Blue Cross Blue Shield Foundation.

Audubon Nature Institute

13 years 3 months

Concessions/Food and Beverage Worker

March 2005 - May 2018 (13 years 3 months)

Audubon Zoo

Catering (Bartender)

November 2008 - April 2014 (5 years 6 months)

Young Leadership Council

Project Leader - Leadership Development Series

March 2014 - January 2016 (1 year 11 months)

Greater New Orleans Area

New Orleans Chamber of Commerce

Ambassador

January 2013 - January 2016 (3 years 1 month)

Education

Xavier University of Louisiana

B.S., Major: Sales and Marketing; Minor: Business
Administration · (2007 - 2011)

Brother Martin High School