

# EVAN THAMES

211 Dutch Street  
Rocklin, CA 95677

■ ■ ■  
Email: mthames@streamnet.net

Mobile: 916 7878 9090  
Residence: 916 8989 5454

---

## CORPORATE COMMUNICATIONS | PUBLIC RELATIONS | MARKETING/ADVERTISING ELECTRONIC MEDIA EXPERT | PUBLIC SPEAKER

*“The perception IS the reality”*

Extensive media background and “household name” profile in San Francisco provides a unique background for recent forays into successful business and investment management endeavors. Strong personal network and vast knowledge of the mechanisms piquing media interest poses distinct advantages for marketing, corporate communications, and public relations roles where understanding the “who, how and where” can propel business branding and reputations to new levels. Capable and competent business spokesperson/representative and trusted media advisor—expert in identifying and capitalizing on opportunities. Enjoy voiceover work, radio/television announcing, driving publicity, and delivering results.

---

### VALUE OFFERED

- Corporate Communications
- Marketing & Promotions
- Investment Portfolios
- Public Speaking
- Strategic Planning
- Corporate Image Projection
- Contract Negotiations
- Networking/Introductions
- Business Management
- Media Copy Writing
- Master of Ceremonies
- Risk Management
- Market Research/Intelligence
- Account Relationship Building
- Radio/TV Voiceovers
- Property Management
- Public and Media Relations
- Profit Maximization
- Script Development
- Tactical Conflict Resolution
- Business Proposals

---

### COMMUNITY CONTRIBUTIONS

**Mentor/Part-time Lecturer**—Media Presentation, University of California  
**State Patron**, Teen Challenge, San Francisco | **Honorary Media Ambassador**, Community Disability Alliance  
**Master of Ceremonies**, Nurse of the Year Gala, State Cancer Fund  
**Guest Commentator**, Association of Corporate Leaders |  
**Facilitator/Promoter**, Focus on the Family “How to Drug-Proof Your Kids”  
**Selector**, McDonalds Crew Scholarship Executive Committee | **State Patron**, Rocklin SIDS  
**Master of Ceremonies**, Annual State Housing Industry Awards  
**Fundraiser/Master of Ceremonies**, Rocklin Heart Foundation & Police Blue Heart

---

### CAREER SUMMARY

PORTFOLIO MANAGEMENT <b>Investment Manager</b>	2005–Present
BURTBURG PTY LTD <b>Residential Property Manager/Managing Director</b>	2004–2005
ASSOCIATION OF CORPORATE LEADERS <b>Business Manager</b>	2003
ROCKLIN NEWS <b>On-Air Newsreader</b>	1985–2003
ON-AIR ENGAGEMENTS <b>Relief News Presenter</b> , Rocklin News <b>Morning Announcer</b> , WKRP <b>News Reader</b> , Radio RTPY <b>News Reader, Morning Show Host, Producer, Community Services Director</b> , RRT TV	1978–2003 (1996–2003) (1997–1998) (1996–1997) (1985)

---

EMPLOYMENT NARRATIVE

---

PORTFOLIO MANAGEMENT

2005–Present

**Investment Manager**

Secured average returns of 17% on company’s investment portfolio, while reducing risk through astute, calculated understanding of market movements. Sound decisions based on technical indicators, predictable human behaviors, the ability to handle and recoup losses, and the impact of financial and political events, have been impressive with returns riding the tide of a volatile market.

BURTBURG PTY LTD

2004–2005

**Residential Property Manager/Managing Director**

*Company: Brisbane-based property-management business.*

Managed a residential complex of 76 apartments. Juggled the demands of owner/investors and tenants, and balanced the need to deliver consistently high-quality, well-maintained accommodation, that was cost-effective and value-added.

- Sharpened expertise in responding to complaints quickly and resolving conflicts to maintain a harmonious environment for all apartment dwellers.
- Evaluated options and selected best price available with insurance brokerage to provide multi-million-dollar personal indemnity insurance—critical for preventing large injury/property claims.
- Increased rental fees twice annually, delivering a 20% boost in revenues in less than 18 months. Justified rises by persuasively promoting the property’s attributes of position, ambience, and safety.
- Sold business at a profit following sustained period of increased rentals, asset protection, and streamlined business practices.

ASSOCIATION OF CORPORATE LEADERS

2003

**Business Manager**

*Company: Networking association linking top-level business executives from all industries and sectors.*

Early involvement as special event Master of Ceremonies transitioned to engagement as a Business Manager with a mission to boost membership numbers. Initially the challenges were daunting. A history of directionless decision-making, coupled with declining staff morale had prompted a series of reflex actions that had failed to make headway.

- Immediately identified, and created a prospect list of high-potential candidates for membership—establishing a telemarketing action plan for contact and relationship building.
- Delivered numerous business leaders to the association adding a greater degree of credibility and knowledge to the group through combined talents and experience.
- Capitalized on personal network. Introduced contacts and orchestrated lucrative relationships between aligned industries at luncheons and meetings.
- Honed strengths in breaking the barriers between executive PA “gatekeepers” and key executives— exploiting media profile to prospect successfully for new business.

ROCKLIN NEWS

1985–2003

**On-Air Newsreader**

Instrumental in boosting ratings to arguably become the station’s most popular weekday and weekend newsreader, presiding over almost two decades of sustained “No. 1” ranking. Won the trust of viewers through a personalized, warm approach, and presented scripts that brought information to life—meaningfully and concisely. “Back of house” media-room activities spanned daily news research, composing scripts for hourly news updates, special marketing promotions, and weather bulletins.

- Surpassed industry peers by successfully refining, and transferring to camera, the one-on-one approach crucial for audience connection and ratings success.

---

EDUCATION & TRAINING

---

**Restricted Letting Agent’s License**

*Qualified through successful completion of nine study modules  
Queensland Real Estate Industry*

**Professional Radio Broadcasting, Radio New Zealand**



## Explanation: Summary

### Background

Evan Thames was in a predicament! A household name as a newsreader and a distinguished 20-year career, lay in tatters following a minor celebrity scandal. Fodder for tabloid speculation, Evan was unceremoniously dumped from his news anchor position in 2003 and found it impossible to get work since. Once a sought after “name” acting as Master of Ceremonies for charitable events and as spokesman for special causes, Evan found himself industry “poison”.

Eventually he came to the realization that a role in media had passed him by. He picked himself up, dusted himself off and decided to look for job. By this time, more than three years had passed where he could claim permanent employment. He was in his fifties and failed to see where a man his age could find work.

Evan decided that if he could no longer appear in the media, he could at least pass along his expertise to the corporate world. After all with more than two decades in the media, he knew all the angles and how things operated. He considered that he would be a boon as a press spokesperson, media consultant, marketing manager, or in corporate communications. The only issue was to make it look like he was productive during his time off work.

### Strategy

More than three years since his departure from television, meant that we had to capitalize on what he had been doing. Fortunately Evan was able to tell me three things that to him, sounded like nothing, but in fact were opportunities to lay the foundation for what looked like a successful career post television.

- a) He had put together a personal portfolio of investment properties and took a hands-on role in managing them.
- b) He had partnered with a friend to manage an apartment block and sold the property at a profit.
- c) He had found a job as a cold caller for an association that in his hey-day used his services as a Master of Ceremonies.

Evan was disillusioned over these three items believing them to be failures. The first two were “just” him managing his investment assets in the absence of a job and to make some money, and the second, a job he only held for a few months when his lack of sway in signing new members prompted a parting of the ways.

As you can see, these experiences ended up being goldmines! In each of those positions I quizzed him about how he made a difference and the results are evident in the content. Without knowing it, Evan was positioning himself for his next role—in fact, his investment management experience now allowed him to secure a management position complete with budget, something he had little experience with in his media days.

With these three experiences sequentially listed, a Career Summary area on Page 1 gives an indication he was never out of work—boosting his chances considerably in being hired.

The strategy was an outstanding success as Evan testifies in the following email:

*“Some very good news as of yesterday afternoon. After three interviews I have accepted a position as Corporate Media Manager with the ~~Name Deleted~~ Group. In terms of property development and managed funds they are a great success story. The resume and cover letter was of immense help and I am still pinching myself that the wheels could turn so fast. The resume was an excellent platform and to say I’m delighted with the outcome is an understatement. I cannot thank you enough for your expertise and professionalism that has made this possible.”*

