



EVAN COOKE

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@evancooke

WORK EXPERIENCE



CO Everywhere

Product Manager

2012-Present

- Lead in developing the business platform Ground Signal - influencer marketing/audience analytics tools for Instagram and Twitter
- Executed a successful 6-month pilot program with major Brands resulting in accelerated business shift/focus on B2B
- Since being released in May, platform has grossed >\$200K in revenue
- Main responsibilities include ownership of product strategy and roadmap, UI/UX decisions, executing development efforts and timelines against customer needs and business goals
- Lead R&D efforts around data enrichment resulting in multiple provisional patent applications
- Previously aided in development of consumer iPhone and Android apps that was featured in the Apple App Store and featured in +50 publications
- Ground Signal is successfully being sold to Fortune 100 companies including Coca-Cola and McDonalds
- Currently leading a team of 6 engineers and 2 designers in development of social intelligence platform



Boston SEO Experts

Analyst

2011-2012

- Conducted on-site analysis, keyword research, PPC and link building campaigns, email marketing and outreach, and content writing
- Assisted in development of customer content seen on AOL.com, The Huffington Post, and Forbes.com
- Responsible for fielding customer questions, fixing problems that arose with customer sites and updating customer sites as needed including press-releases, content and social updates
- Efforts resulted in increased traffic to customer websites and increased customer sales by 20% on average



Boston College

Assistant Coach, Sailing

2011-Present

- Actively manage the training, logistics, recruiting, and workout routine of the team while interfacing with the Boston College Athletic Department on all scheduling, budgeting, and compliance issues
- Coached team to 5 National Championship titles, 9 Conference Championship titles and 18 All-American selections

EDUCATION

Boston College

Majors: History & Economics

Varsity Sailing Team - 4 National Titles

ACC Academic Honor Roll

SKILLS

Web Development: Basic HTML, CSS

Design: Sketch

Business: Market Research, Data Analysis, Project Management

INTERESTS

Sailing • Finance • IPA's • Gardening • Business Models • Ice Hockey • Tacos • Travel