# Bill Evans

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## EXPERIENCE

### Marketing Automation Specialist
Jul 2023 - Present

Fairwinds, Orlando, FL

- Owned and spearheaded all customer journey mapping and lifecycle marketing initiatives for the company.
- Orchestrated and directed a high-performing cross-functional team to align with strategic lifecycle marketing goals; drove a 30% increase in customer retention and a 20% boost in revenue growth.
- Executed multi-channel credit union marketing plan, leveraging data to refine messaging and boost engagement. Achieved 35% higher click-through rates and 15% conversion rate increase.
- Experienced in building journeys, managing data extensions, and sending targeted messages using Salesforce Marketing Cloud.
- Established a comprehensive analytics system for all email campaigns, enabling data-driven messaging decisions.
- Improved sender reputation and deliverability by using industry best practices.
- Defined key performance indicators that better aligned with B2B and B2C business goals.
- Increased customer engagement across all marketing channels by refocusing efforts on a more data-driven, conversion-centered strategy.
- Created automations in Salesforce Marketing Cloud using SQL to import and export data for customer segmentation.
- Conceived and delivered successful retention, win-back, and sunsetting strategies.

### Founder / Lifecycle Marketing Manager
Mar 2016 - Jul 2023

Tsyklon, Orlando, FL

- Owned the entire lifecycle of marketing campaigns for all clients, encompassing development, deployment, and management within platforms like Braze, Adobe Campaign, and Salesforce Marketing Cloud.
- Collaborated with clients on business goals and communication strategies, boosting customer engagement.
- Architected, developed, and deployed email and push campaigns for Fortune 50 brands with millions of users.
- Successfully exceeded conversion targets, resulting in enhanced brand engagement.
- Analyzed customer and engagement data to set up and deploy multivariate tests for campaign customization based on user data utilizing REST APIs.
- Developed animated HTML5 banner campaigns for global brands using JavaScript and CSS.
- Collaborated with design to develop reusable client templates, optimizing workflow efficiency.

- Managed social media presence for a network of recognized, accredited institutions of higher learning.
- Increased company sales by 25% year-over-year through new business acquisition, proposal generation, and client pitches.

### Founder / Lifecycle Marketing Manager / Product Designer        Nov 2012 - Mar 2018
Warsenal, Orlando, FL
- Spearheaded the brand's evolution from a single product and initial concept to a global presence with over 300 diverse offerings.
- Customer acquisition and sales significantly outperformed the industry average, growing by 35% and 40%, respectively.
- Implemented workflow and tools for managing the customer experience.
- Managed logistics for every major tradeshow each year.
- Designed and implemented visually appealing and user-friendly packaging for each product, ensuring brand consistency across the product line.
- Led a team of product designers and engineers to drive continuous product development.
- Innovated in the industry, bringing first-to-market products to fruition.
- Sold business to the employees, and the company is still thriving.

### Founder / Lifecycle Marketing Manager        Jun 2004 - Feb 2016
SQUAREFACTOR, Orlando, FL
- Expanded the company's reach and fostered positive client relationships through new business development, effective communication, and project management.
- Led cross-functional teams (design, development) utilizing agile methodologies to deliver diverse digital experiences (websites, mobile apps, games) and interactive installations for prestigious clients (3M, Motorola, Xerox, NASA).
- Managed and maintained production infrastructure, including databases (MySQL, Postgres) and server operations (AWS, Heroku) using cloud technologies.
- Achieved consistent year-over-year growth of 30% while maintaining a zero-turnover rate and spearheading successful product launches (over 10) and self-promotion campaigns.
- Secured positive media coverage through press releases and strategic communication, leading to regional and national industry awards for both clients and the company.

### I.T. Director        Jan 2000 - Jun 2004
MindComet, Orlando, FL
- Demonstrated leadership potential early on, starting as an engineer and ultimately becoming department director.
- Designed, developed, and launched award-winning content-managed website solutions for clients.
- Held ownership for administering and supporting all production databases, including MySQL and Postgres.
- Created internal tools that became profitable SaaS products for the company.

- Bridged the gap between product managers, sales teams, and clients through clear communication, ensuring the smooth handling of ongoing requests.
- Managed the technical aspects of building, deploying, and maintaining all internal and client websites, leading the teams responsible.
- Ensured the smooth, continuous operation of production web servers running on the Linux platform.

**Senior Front-End Technologist**                                      Jan 1999 – Jan 2000

Scient, Orlando, FL

- Led the front-end development team of a startup hotel reservation platform.
- Worked closely with designers to translate mockups into functional web interfaces.
- Created information architecture and style guide documentation.
- Architected a reusable UI component library that improved development efficiency by 30%.
- Mentored and trained junior developers on best practices for front-end development.
- Optimized website performance, reducing page load times by an average of 15%.
- Implemented accessibility features to ensure the website is usable by everyone.

## SKILLS

Javascript / Typescript, HTML5 / CSS, PHP, Python, SQL, AMPscript, SSJS (Server-Side Javascript), Liquid, GTL (Guide Template Language), Salesforce Marketing Cloud, Braze, Adobe Campaign, Google Analytics (GA4), Customer.io, Movable Ink, LiveClicker, WordPress, Sprinklr, Shopify, MailChimp, Adobe Creative Suite, Sketch, Figma, Django, Hugo, Next, React, Maizzle, MJML, Tailwind, Unix/Linux, Git, MySQL, Postgres, GSAP (Greensock), AWS, Heroku, Asana, Stripo, Jira, Confluence, Workfront, Microsoft Teams, Trello, Wrike

## EDUCATION

**Seminole State College – Sanford, FL**

## LICENSES & CERTIFICATIONS

**Salesforce Certified Marketing Cloud Developer**                      2024

*Salesforce - 4115805*

**Braze Certified Practitioner**                                       2024

*Braze*

**Salesforce Certified Marketing Cloud Email Specialist**              2023

*Salesforce - 3812056*

**Google Analytics (GA4)**                                             2023

*Google - 163324145*