Bill Evans

Longwood, FL, 32779 | +14079298179

bill@thirteenpixels.com | http://linkedin.com/in/thirteenpixels

I'm a forward-thinking individual with an entrepreneurial drive. I have over 20 years experience in software development and marketing. For the past 10 years, I have focused on Lifecycle Marketing using Email, SMS, and Push. I excel at getting the most out of diverse, agile teams. I enjoy solving problems creatively and efficiently.

EXPERIENCE

Marketing Automation Specialist   Jul 2023 - Present
Fairwinds, Orlando, FL

- Conceptualize, build, and deploy marketing communications for credit union members across all marketing channels.
- Utilize Salesforce Marketing Cloud to build journeys, manage data extensions, and send messages.
- Implemented a detailed analytics system for all email campaigns to facilitate data-driven messaging decisions.
- Improved sender reputation and deliverability by utilizing industry best practices.
- Increased engagement across all marketing channels by refocusing efforts to a more data-driven, conversion-centered strategy.
- Build automations using SQL to import and export data and create segments for targeting purposes.
- Designed and implemented successful retention, win-back, and sunsetting strategies.

Owner / Programmer   Mar 2016 - Jul 2023
Tsyklon, Orlando, FL

- Responsible for building, deploying, and maintaining marketing campaigns for multiple clients in tools such as Braze, Adobe Campaign, and Salesforce Marketing Cloud.
- Built a wide breadth of knowledge marketing in the educational and entertainment industries.
- Architected, developed, and deployed email and push campaigns for Fortune 50 brands with millions of users.
- Consistently exceeded conversion targets while increasing brand engagement.
- Analyzed and leveraged customer and engagement data to set up and deploy multivariate tests.
- Interacted with REST APIs to facilitate dynamic campaigns.
- Developed animated HTML5 banner campaigns for global brands using Javascript and CSS.
- Worked with design teams to create reusable client templates to streamline workflow.
- Social Media Management for multiple accredited universities.
- Increased company sales year over year through new business acquisition, proposal generation, and client pitches.

Founder / Product Designer   Nov 2012 - Mar 2018

Warsenal, Orlando, FL
- Responsible for taking the brand from an idea and one initial product to worldwide distribution and over 300 products.
- Consistently exceeded yearly goals in customer acquisition and sales.
- Designed workflow and tools for managing the customer experience.
- Managed logistics for multiple major tradeshows each year.
- Designed packaging for each product.
- Oversaw team of product designers and engineers for ongoing product development.
- Innovated in the space, bringing multiple first-to-market products to fruition.
- Sold business to the employees, and the company is still thriving.

Owner / Programmer   Jun 2004 - Feb 2016

SQUAREFACTOR, Orlando, FL
- Responsible for all new business development and client relationship management.
- Daily management of design and development teams on all projects utilizing agile methodologies.
- Development duties ranged from content-managed websites to mobile applications and games.
- Designed and maintained production databases in MySQL and Postgres.
- Maintaining the daily operation of servers running high-volume production websites in AWS and Heroku.
- Developed and deployed in-person interactive experiences for clients such as 3M, Motorola, Xerox, and NASA.
- Grew business at a sustainable rate year over year.
- Maintained a zero-turnover rate for the life of the company.
- Took multiple internal products from ideation to the market.
- Led all self-promotion marketing efforts to facilitate brand awareness.
- Wrote and published press releases both internally and for clients.
- Won multiple regional and national industry awards for both clients and the company.

I.T. Director   Jan 2000 - Jun 2004

MindComet, Orlando, FL
- I was initially hired as a programmer and worked up to the department director.
- Developed and deployed content-managed websites.
- Designed and maintained production databases in MySQL and Postgres.
- Designed and built multiple internal tools that became profitable SaaS products for the company.
- Worked with product managers, sales teams, and clients to facilitate ongoing requests.
- Led the technology teams in creating and maintaining all internal and client websites.
- Maintaining the daily operation of various Linux servers running high-volume production websites.

SKILLS

Javascript / Typescript, HTML5 / CSS, PHP, Python, SQL, AMPscript, SSJS (Server-Side Javascript), Liquid, GTL (Guide Template Language), Dart, Salesforce Marketing Cloud, Braze, Adobe Campaign, Google Analytics (GA4), Customer.io, Movable Ink, LiveClicker, WordPress,

Sprinklr, Shopify, MailChimp, Adobe Creative Suite, Sketch, Figma, Microsoft Office 365, Django, Hugo, Next, Svelte, React, Maizzle, MJML, Tailwind, Unix/Linux, Git, MySQL, Postgres, GSAP (Greensock), AWS, Heroku, Asana, Stripo, Jira, Confluence, Workfront, Microsoft Teams, Trello, Wrike

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