

Bill Evans

Email Marketing Manager, Senior Programmer

I'm a forward-thinking individual with an entrepreneurial drive. I have over 20 years of 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.

WORK EXPERIENCE

Fairwinds

Marketing Automation Specialist

Orlando, FL | July 2023 - current

- 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 sunseting strategies.

Tsyklon

Owner / Programmer

Orlando, FL | March 2016 - July 2023

- Responsible for building, deploying, and maintaining marketing campaigns in tools such as Braze, Adobe Campaign, and Salesforce Marketing Cloud.
- 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 yearly through new business acquisition, proposal generation, and client pitches.

Warsenal

Founder / Product Designer

Orlando, FL | November, 2012 - March, 2018

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SKILLS

- Languages: Javascript, TypeScript, HTML5/CSS, PHP, Python, SQL, AMPscript, SSJS, Liquid, Guide(GTL), Go, Dart
- Platforms: Salesforce Marketing Cloud, Braze, Adobe Campaign, Google Analytics, Customer.io, Movable Ink, LiveClicker, WordPress, Sprinklr, Shopify, MailChimp
- Software: Adobe Creative Suite, Sketch, Figma, Office
- Frameworks: Django, Hugo, Next, Svelte, React, Maizzle, MJML, Tailwind
- Tools: Unix, Git, MySQL, Postgres, GSAP, AWS, Heroku, Asana, Stripo, Jira, Workfront, Microsoft Teams, Trello, Wrike

CERTIFICATIONS

- Salesforce Marketing Cloud Email Specialist
- Braze Certified Practitioner
- Braze Liquid 101 / 102
- Google Analytics (GA4)

- Responsible for taking the brand from an idea and one initial product to worldwide distribution and over 300 products.
- Exceeded quarterly goals in customer acquisition and sales.
- Designed workflow and tools for managing the customer experience.
- Managed logistics for multiple major tradeshow 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.

SQUAREFACTOR

Owner / Programmer

Orlando, FL | June, 2004 - February, 2016

- 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.

MindComet

I.T. Director

Orlando, FL | January, 2000 - June, 2004

- I was initially hired as a programmer and worked up to 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.