

# Bill Evans

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## Director, MarTech

Marketing technology leader with 20+ years driving enterprise campaign execution, team development, and technical innovation. Triple-certified Salesforce Marketing Cloud expert with deep proficiency in SQL, AMPscript, and API-driven automation. Combines hands-on technical depth with strategic leadership to deliver measurable business impact for high-volume clients and Fortune 500 brands.

## Core Areas of Expertise

**Marketing Automation & Campaign Execution** - Expert in designing and deploying multi-channel campaigns across email, SMS, and landing pages using platforms like Salesforce Marketing Cloud, Braze, and Adobe Campaign.

**Data, Segmentation & Analytics** - Skilled in leveraging SQL, APIs, and analytics platforms to build audience segments, automate reporting, and drive conversion-centered, data-informed strategies.

**MarTech Leadership & Team Development** - Experienced people leader who builds and mentors high-performing MarTech teams while aligning technology strategy with organizational goals.

**Lifecycle & Retention Marketing** - Proven track record developing end-to-end customer journey programs—including acquisition, retention, win-back, and sunset strategies—that measurably improve engagement and ROI.

**Product & Go-to-Market Strategy** - Entrepreneurial operator with hands-on experience launching products, managing P&L, and overseeing vendor relationships across multiple founded companies — growing brands from concept to global presence and leading companies to successful acquisitions.

## Technical Skills

**Marketing Platforms** – Salesforce, Marketing Cloud Engagement, Data Cloud/360, Braze, Adobe Campaign, EveryAction, ActionKit, ActionNetwork, HubSpot, Customer.io, Movable Ink, LiveClicker, MailChimp, Campaign Monitor, Stripo

**Programming & Scripting** - JavaScript / TypeScript, HTML5 / CSS, SQL, PHP, Python, Ruby, AMPscript, SSJS, Liquid

**Analytics & Reporting** - Google Analytics (GA4), Looker Studio, BigQuery

**Development Frameworks** - React, Next.js, Django, Hugo, Maizzle, MJML, Tailwind, GSAP

**Design & CMS** - Adobe Creative Suite, Figma, Sketch, WordPress, Shopify, Sprinklr

**Infrastructure & Databases** - AWS, Heroku, SOSL/SOQL, MySQL, Postgres, Unix/Linux, Git

**Project Management** - Asana, Jira, Confluence, Workfront, Wrike, Monday.com, Trello, Microsoft Teams

## Experience

### **Blue State - Deputy Director MarTech**

Values forward digital agency focused on fundraising for non-profit organizations and political candidates

*Sep 2024 – Present*

- Directed end-to-end execution of integrated email and cross-channel campaigns—including email, SMS/MMS, and landing pages—ensuring rigorous QA through Salesforce Marketing Cloud and EveryAction.
- Led omni-channel teams supporting the agency's largest, highest-volume clients, driving ongoing process enhancements and strategic improvements.
- Managed and mentored a high-performing MarTech team by overseeing direct reports, setting clear performance objectives, and providing regular coaching and feedback.
- Collaborated with designers, analysts, paid media planners, and developers to build and segment audiences, implement A/B testing, and optimize campaign performance.
- Spearheaded an agency-wide email deliverability overhaul, establishing new standards and best practices that fundamentally changed how the agency approaches sender reputation, inbox placement, and campaign health across all clients.
- Established a department-wide documentation initiative to standardize how client technology stacks are captured and maintained, significantly reducing onboarding time for new engineers.
- Developed reusable audience monitoring tooling that proactively surfaces data anomalies and alerts MarTech team members to issues requiring review, reducing the risk of campaign errors reaching deployment.

## **Fairwinds Credit Union - Marketing Automation Specialist**

Mid-sized credit union focused on helping members achieve financial freedom

*Jul 2023 – Sep 2024*

- Owned all customer journey mapping and lifecycle marketing initiatives, building journeys, managing data extensions, and sending targeted messages using Salesforce Marketing Cloud.
- Executed a multi-channel marketing plan achieving 75% higher click-through rates and a 30% conversion rate increase.
- Established a comprehensive analytics system for all email campaigns, enabling data-driven messaging decisions.
- Improved sender reputation and deliverability by using industry best practices.
- Collaborated with stakeholders to identify key performance indicators that better aligned with B2B and B2C business goals
- Designed executive reporting dashboards that surfaced true campaign ROI and informed marketing and sales strategies.
- Built SFMC automations using SQL to import and export data for precise customer segmentation and targeted campaign delivery.
- Conceived and delivered successful retention, win-back, and sunseting strategies.

## **Tsyklon - Lifecycle Marketing Director, Founder**

Digital agency specializing in lifecycle marketing for consumer brands

*Mar 2016 – Jul 2023*

- Maintained full P&L responsibility and managed vendor relationships across technology, creative, and production partners to optimize margins and deliver client commitments on budget.
- Architected, developed, and deployed email and push campaigns for Fortune 500 brands including Disney, MARVEL, Pixar, and Fox, reaching millions of users.
- Owned the entire lifecycle of marketing campaigns across Braze, Adobe Campaign, and Salesforce Marketing Cloud.

- Analyzed customer and engagement data to deploy multivariate tests using dynamic data via REST APIs.
- Developed animated HTML5 banner campaigns for global brands using JavaScript and CSS.
- Increased company sales by 25% year-over-year through new business acquisition and client pitches.

### **Warsenal - VP of Product & Marketing, Founder**

Manufacturer and distributor of tabletop gaming accessories

*Nov 2012 – Mar 2018*

- Managed end-to-end P&L across a 300+ SKU product line, overseeing vendor and supplier relationships for manufacturing, fulfillment, and distribution across domestic and international markets.
- Designed and implemented the go-to-market strategy for every new product.
- Grew the brand from a single product to a global presence with over 300 diverse and unique offerings.
- Outperformed industry benchmarks, growing customer acquisition and sales by 35% and 40%, respectively.
- Led a team of product designers and engineers in continuous product development, bringing multiple first-to-market products to fruition.
- Led the company to a successful acquisition.

### **SQUAREFACTOR - Director of Operations, Founder**

Full service digital agency specializing in interactive content for physical spaces and custom content management systems

*Jun 2004 – Feb 2016*

- Led cross-functional teams using agile methodologies to deliver CMS-heavy websites, mobile apps, games, and interactive installations for clients including 3M, Motorola, Xerox, and NASA.
- Split time evenly between hands-on engineering, client leadership, and day-to-day team management to ensure high-quality delivery on complex interactive projects.

- Owned hiring, performance reviews, and contractor relationships, building a stable, high-performing team that could reliably execute demanding client work.
- Drove new business primarily through word-of-mouth referrals and agency partnerships, writing RFP responses, leading pitches, and closing work as a trusted production partner.
- Held full P&L ownership and managed vendor relationships across design, development, and infrastructure, supporting consistent 30% year-over-year growth.
- Managed and maintained production infrastructure including MySQL, Postgres, AWS, and Heroku, maintaining a 99.999% SLA for all client-facing properties.

### **MindComet - I.T. Director**

Full service digital agency that helped pioneer influencer marketing

*Jan 2000 – Jun 2004*

- Rose from engineer to department director managing a team of 10 direct reports.
- Designed and launched award-winning CMS website solutions for Maersk, Fox, Nextel, and DNP serving millions of monthly active users.
- Created internal tools that became profitable SaaS products generating over \$2 million in revenue.
- Defined company-wide build, deploy, and change management strategies for all infrastructure and hosted properties.

### **Scient (acquired by Sapient) - Senior Front-End Technologist**

Consulting firm

*Jan 1999 – Jan 2000*

- Led front-end development for a startup hotel reservation platform, architecting a reusable UI component library that improved efficiency by 30%.
- Optimized website performance, reducing page load times by an average of 15%.

### **Education**

Bachelor of Science, Marketing | Western Governors University

### **Certifications**

- Salesforce Certified Marketing Cloud Developer – Salesforce (#4115805)

- Salesforce Certified Marketing Cloud Administrator – Salesforce (#4616391)
- Salesforce Certified Marketing Cloud Email Specialist – Salesforce (#3812056)
- Braze Certified Practitioner – Braze
- Google Analytics (GA4) – Google (#163324145)