

LIANA "LI" EVANS

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EXECUTIVE SUMMARY

Innovative, data driven digital marketer, sales executive and author with experience in both in-house & agency environments who seeks to utilize & combine her online marketing expertise with her technical background to create winning marketing & measurement strategies for clients. Successfully creates architecture, marketing strategies, social and citizen engagement implementations and consumer web engagement measurement programs that integrate online, offline & mobile marketing initiatives for such companies as QVC, Comcast, American Airlines, Oi, Globo, E! Latin America, Kimpton Hotels, Amerigas, Drs. Foster & Smith, NADA, Army & Air Force Field Exchange and JW Pepper.

SKILL HIGHLIGHTS

- Social Media and Citizen Engagement Marketing, Research & Analysis
- Content Marketing (Blog, Videos, Images & Audio)
- Web, Mobile & Offline Analytics (Adobe/Omniture, ComScore, Google, Coremetrics, DOMO, Tableau)
- Personalization (Adobe Target, DemandBase, Optimizely, Monetate)
- Tag Management Platforms (Tealium, Signal, Adobe DTM, Ensignten)
- Social Media Platforms (Adobe Social, Spreadfast, Hootsuite)
- Mobile Marketing
- Database Design & Development
- HTML, PHP, Visual Basic, Javascript, Perl, etc.
- Public Relation, Market Research
- SEO / SEM / PPC / UX
- Proposal Creation & Budgeting
- Certifications & Training:
 - Adobe Analytics
 - Adobe Social
 - Adobe Target
 - Adobe Media Optimizer
 - Tealium
 - ComScore Analytics

CORE ACCOMPLISHMENTS

- **Publish Author:** "[Social Media Marketing Book: Engaging Strategies for Facebook, Twitter & Other Social Media](#)" published on QueBiz Press. Written for both novices & experts to apply core strategies on any social network effectively. Currently in 2nd print run, over 15K books sold and translated into several languages.
- **Professional Speaker:** Several high level industry conferences across the globe such as SES, Click Z Live, SMX, Media Bistro, GSMI and Digital Strategies Summit. Partner Speaker for Adobe Digital Marketing Events.
- **Professional Columnist & Radio Co-Host, Special Guest:** Expert columns for Search Engine Guide, InformIT, Search Engine Watch & ClickZ. Co-Host & Special Guest Expert on WebMasterRadio.FM shows.
- **Adjunct Professor:**
 - Rutgers University, MBA Program focus on Social Media Marketing, Research and Implementation Strategies
 - The AISTS MSA (Master of Advanced Studies in Sports Administration and Technology). Focus on Social Media Marketing, Research, Measurement and Implementation

EXPERIENCE

05/2013

Senior Solutions Consultant & Account Sales Executive

Lima Consulting Group – Malvern, PA & Sao Paulo, Brazil

Architect & Strategist for Client Implementations of:

- Adobe Marketing Cloud Products: Analytics, Social, Target, Campaign, Media Optimizer (AMO), Dynamic Tag Management (DTM), Adobe Experience Manager (AEM) – Sites, Apps, etc.
- ComScore Analytics, Google Analytics, IBM Coremetrics
- Tag Management Platforms/Systems (TMS): Tealium, Ensignten, Signal & Adobe DTM
- Onsite & Web Based Training of Implementations
- Data Analysis: Consumer Engagement Metrics, Web Analytics & Offline Metrics
- Search Engine Optimization Projects
- Social Media Strategy, Engagement & Marketing Projects

- Personalization & Testing Projects
- Content Marketing Projects
- Pay Per Click, Re-Targeting & Paid Social Media Projects with over \$3MM in budget
- Project Management: Guide project implementation from kick off to client handoff. Responsible for all aspects of deployment processes.

- Essential part of sales team that grew company to over \$3MM from \$750K in sales revenues in 1 year

Co-Sell, Cross-Sell, Upsell & Strategize with Partners. Identify key opportunities for LCG partners (such as Adobe, Tealium & Ensignten), to provide clients with the best solutions that meet their current needs. This includes cross selling or upselling product solutions.

Create, Author, & Publish Marketing Collateral: Created eBooks, Product Comparisons, SWOT Analysis, & Point of View documents for partner products, services and strategies for both LCG and key corporate partners.

Create a social media, process, sales & pricing strategy to be utilized with key LCG partners for implementation with social media marketing platforms and products.

04/2012 – 06/2013 – **Technical & Marketing Coordinator: Tropical Isle** – New Orleans, LA

- Spearheaded redesign of website.
 - Increased web sales by 60% to over \$100k
 - Increased Search Traffic by 45% to over 3MM page views per year
 - Increased Mobile Traffic by 75%+ in 1 yr
- Implemented measure techniques of online sales, marketing & advertising
- Launched new live web streams of 6 stages which increased time on site & conversions.
- Ad creation & coordination with magazines & other printed publications
- Managed technical aspects including managing POS, computer & security systems.

11/2010 – 06/2013 – **Consultant: DaLi Social** – New Orleans, LA

- Research, Strategize, Implement & Measure client social media engagements
- Improved clients' exposure in social networks
 - Consistently increased fan/follower bases over 60% yr over yr
 - Drove traffic to client sites on average of over 45%
 - Increased Time on Site on average to over 4 minutes
 - Increased web sales for clients consistently over 55% yr over yr
- Created integrated strategies that wove in mobile, local, search & paid digital content
- Analyze the market space for realistic opportunities of gain for client market share
- Manage & implement optimization efforts of client content

05/2009 – 11/2010 – **Director of Social Media Strategy: Serengeti Communications** – McLean, VA

- Initiated efforts to improve clients exposure in social networks on average over 40%
- Spearheaded strategies that improved traffic from multiple channels over 55% yr over yr
- Plan strategy & implementation for all social media & mobile clients
- Managed technical creation of videos and other forms of media content
- Produced & optimized all online Public Relations efforts
- Created & directed client presentations of marketing strategies
- Analyze market space for realistic area of gain in client's market space

08/2007 – 05/2009 – **Director of Internet Marketing: Key Relevance** – Wylie, TX

- Launched efforts to improve clients' web traffic from search engines over 30%
- Initiated efforts to improve exposure in social communities on average over 25%
- Created, trained & implemented best practices for major boutique hotel chain
- Plan strategy & implementation of integrated social media, mobile and search clients
- Managed creation, optimization and publication of video media for clients
- Produced, optimized and published Public Relations efforts for clients

- 06/2006 – 08/2007** – **Online Marketing Manager: Commerce 360** – Plymouth Meeting, PA
- Lead architect for social media and SEO for Comcast’s Fancast project
 - Oversaw social and search optimization improvements to upscale online auction site
 - Assisted in first implementation of Omniture Analytics at Comcast.com
 - Analyzed user experience data for client e-commerce portals
 - Researched & assessed opportunities for growth in online efforts
 - Analyzed web traffic for opportunities for improving traffic and conversions on websites
- 01/2005 – 06/2006** – **Online Marketing Manager: Natural Search: QVC, Inc.** – West Chester, PA
- Project Manager & SEO Architect for project to bring QVC.com out of “frames”
 - Identified & successfully rolled out holiday project that presented the opportunity to take advantage of SEO despite the framed architecture of the site.
 - Project produced over \$750k in additional online sales during holiday season
 - Increased web traffic & conversion to QVC.com by more than 75% once framing was removed.
 - Several departments experienced over 500% increase in sales & over 700% in web traffic.
 - Managed all aspects of Search Optimization for QVC.com. Created best practices & training procedures.
 - Utilized and analyzed data from Coremetrics to identify opportunities to increase search traffic and conversions.
- 05/2002 – 01/2005** – **President/Owner: CrossRoads Multi-Media** – Pottsville, PA
- Create & Implement strategies for the launch & development of new client websites
 - Run all aspects of a search engine optimization / multi-media startup
 - Created, optimized & published client Public Relations
 - Created & maintained ASP, Cold Fusion & database backend
 - Trained companies, schools in web design, HTML, Database Design & search marketing.
- 03/2001 – 02-2004** – **Senior Visual Basic Programmer: Empire Beauty Schools** – Pottsville, PA
- Programming & maintenance of Point of Sale system that handled over \$5MM in sales for 32 beauty schools
 - Utilized SQL Server to create XLS and Crystal Reports to extract and analyzing reports
 - Initiated bug fixes, enhancements, deployment & training of new version of POS
 - Handled help desk calls. Trained managers, teachers and students on use of POS

EDUCATION

- **Bachelor of Arts: Information System, Minor: Public Relations**
Susquehanna University, Selinsgrove, PA USA
- **Associates of Arts: Mass Communications, Public Relations**
Pennsylvania College of Technology (Penn State), Williamsport, PA USA
- **Certificate Computer Technologies & Information Systems**
South Schuylkill Vocational Technical School, MarLin, PA USA
- **North Schuylkill Jr., Sr., High School**
Ashland, PA