

# LIANA "LI" EVANS

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## EXECUTIVE SUMMARY

Collaborative, data driven, digital marketing executive and author. Experienced director in both in-house & agency environments who seeks to utilize & combine her digital marketing expertise with her technical background to guide teams in delivering successful marketing and measurement initiatives. Collaborates & builds teams that design technical and digital marketing strategies, social engagement initiatives and measurement programs that integrate online, offline, inbound & mobile marketing. Manages marketing technology projects 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 the Canadian Government.

## SKILL HIGHLIGHTS

- Collaborative management of domestic & international virtual teams (5+)
- Proposal Creation & Budgeting
- Digital Marketing & Business Intelligence Analysis
- Web, Mobile, Offline and Big Data Analytics Analysis
- Mobile Marketing
- Content Marketing
- Social Media and Citizen Engagement
- Personalization Marketing Technologies
- Tag Management Platforms (Tealium, Signal, Adobe DTM, Ensignten)
- Social Media Engagement Platforms
- Database Design & Development
- HTML, PHP, Visual Basic, Javascript, Perl
- Public Relation, Market Research
- SEO, PPC, Retargeting, Social Paid
- Usability / Conversion Optimization
- Certifications & Training:
  - Adobe Technologies (Analytics, Social, Target, AMO)
  - Tealium
  - ComScore Analytics (DAX)

## CORE ACCOMPLISHMENTS

- **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.
- **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
- **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.

## EXPERIENCE

**Current - 05/2013**      **Senior Solutions Consultant & Account Sales Executive**  
**Lima Consulting Group** – Malvern, PA & Sao Paulo, Brazil

### Marketing & Sales Management Accomplishments

- 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.
  - Collaborate, Educate and Guide international (Brazil, Uruguay) team to design and implement strategize to engage potential clients and partners.
- 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.
  - Managed collaborative team to create and publish additional digital marketing collateral
- Spearheaded implementation of content marketing strategy to establish Lima Consulting as an authority in the analytics, tag management and digital analysis space.

**Current -  
05/2013**

- Identified and collaboratively lead project to implement Direct Marketing Platform, Hubspot
  - Managed international team of inbound & outbound marketers and engineers
- Strategic Sales Scoping of Digital Marketing projects that include Adobe Marketing Cloud products and implementation of those products.
  - Closed over 450K in service contracts in last 6 months
  - Assisted in closing over 250k in product contracts in last 6 months
- Develop inbound sales initiatives and grow international sales team
  - Train and guide team members on digital marketing technology products and services LCG offers
- Essential part of sales team that grew company to over \$3MM from \$750K in sales revenues in 1 year
- Established 10+ commercial relationships with AE's at Adobe and utilized as a "go to" partner for closing Adobe Sales
- Created sales strategy to increase sales pipeline and focus on opportunities in both inbound and outbound marketing
- Create a social media, process, sales & pricing strategy to be utilized with key LCG partners for implementation with social media marketing platforms and products.

**Project Management, Architect & Strategist for Client Implementations of:**

- Project Management: Guide project implementation from kick off to client handoff. Responsible for all aspects of deployment processes.
- Adobe Marketing Cloud Products: Analytics, Social, Target, Campaign, Media Optimizer (AMO), Dynamic Tag Management (DTM), Adobe Experience Manager (AEM) – Sites, Apps, etc.
- Analytics Projects: Adobe Analytics, ComScore Analytics, Google Analytics, IBM Coremetrics
- Tag Management Platforms/Systems (TMS): Tealium, Ensignten, Signal & Adobe DTM
- Business Intelligence & Digital Marketing Analysis
- Data Analysis: Consumer Engagement Metrics, Social Analytics & Listening, Web Analytics & Offline Metrics
- Search Engine Optimization Projects
- Social Media Strategy, Engagement & Marketing Projects
- Personalization & Testing Projects
- Content Marketing & Inbound Marketing Projects
- Pay Per Click, Re-Targeting & Paid Social Media Projects with over \$3MM in budget

**11/2010 –  
06/2013**

**Principal/Consultant: DaLi Social – New Orleans, LA**

- Managed team of 8+ independent contractors
  - Digital Marketing Implementations
  - Programmers & Engineers
  - Marketing Team
- 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**

- Collaboratively managed team of 3+ members on implementation projects
- Directed and managed team of 5+ members for marketing & sales initiatives
- 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
- 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
- Directed and managed a small team of 2 members for marketing & sales initiatives
  - Project management of independent contractors for implementation of projects
  - 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
- Spearheaded & lead architect for social media and SEO for Comcast's Fancast project
    - Lead team of 5+ people between Commerce 360 & Comcast
  - 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"
    - Lead team of 10+ (engineers & content creation teams)
  - 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.

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## EDUCATION

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- **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