

# LIANA "LI" EVANS

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## ADOBE MARKETING CLOUD & DIGITAL MARKETING EXPERT

*Adobe Marketing Cloud Strategist | Social Media Expert, Speaker & Author | Digital Marketing Consultant | Trainer | Project Management | Trusted Technology Advisor | International & Virtual Team Management | Technology Management*

### QUALIFICATIONS PROFILE

- ✓ **Published Social Media Marketing Author.** Author of "[Social Media Strategies: Engaging Strategies for Facebook, Twitter & Other Social Media](#)" Published by Pearson/Que Biz Press.
- ✓ **Digital Marketing Round-Table Expert Speaker:** Partner digital marketing events. Qualify and follow up on leads from events.
- ✓ **Adobe Partner Certifications in Adobe Marketing Cloud Products:** Analytics, Social, Target, Campaign, DTM, AEM
- ✓ **Highly effective and strategic Adobe sales solutions consultant;** noted for discovering client and prospect needs, aligning proper digital & social media marketing technologies, increasing client/prospect comfort resulting in **upsells of over \$800K.**
- ✓ **Proven digital marketing & social media professional** generating over **\$1.7MM in software & services** contracts in last 24 months.
- ✓ **Results-driven and performance-focused management professional,** offering broad-based experience in solutions consulting, solutions sales, project management and delivery, client relations, and project resolution focusing on digital marketing and social media marketing.
- ✓ **Adjunct Social Media Marketing Professor & Speaker.** Adjunct Social Media Marketing Professor for Rutgers & AISTS Sports Mastery (Luzerne, Switzerland). Conference keynote speaker for ClickZ, SMX, PubCon, eMetrics, Marketing Profs, etc. for Social Media, & Analytics.
- ✓ **Proactive client relationship manager;** expert at establishing and cultivating professional working relationships with all levels of client management including, C-Level executives, vice presidents, directors and managers for Fortune 500 companies.
- ✓ **Project & team management;** managed **international virtual team** of engineers and supporting staff on projects over 500k
- ✓ **Technical Background;** experienced web application programmer: HTML, Visual Basic, MS SQL, PHP, Javascript, Oracle DB

### TECHNICAL ACUMEN

<i>Adobe Marketing Cloud</i>	<i>Engagement &amp; Retention</i>	<i>Conversion &amp; Personalization</i>	<i>Supporting Capabilities</i>
<i>Adobe Analytics</i>	<i>Customer Journey Mapping</i>	<i>IBM Tealeaf</i>	<i>Content Marketing</i>
<i>Adobe Campaign</i>	<i>Salesforce, Sugar CRM</i>	<i>Optimizely, Monetate</i>	<i>IBM Digital Analytics</i>
<i>Adobe Target</i>	<i>Email Campaign Optimization</i>	<i>Customer Journey Mapping</i>	<i>ComScore Analytics (DAX)</i>
<i>Adobe Experience Manager (AEM)</i>	<i>Social Media Strategy</i>	<i>SEO Clarity, DemandBase,</i>	<i>Tag Management: Ensign, DTM,</i>
<i>Adobe Media Optimizer (AMO)</i>	<i>Public Relations Management</i>	<i>Mobile Strategy</i>	<i>Tealium</i>
<i>Adobe Audience Manager</i>	<i>Inbound Marketing</i>	<i>Multi-Variant Testing &amp; UX</i>	<i>Management Experience</i>
<i>Adobe Social</i>	<i>Demand Generation</i>		<i>Programming: HTML, PHP, etc</i>

### PROFESSIONAL EXPERIENCE

#### CAREER HIGHLIGHTS:

- ✓ Create, Author, & Publish Marketing Collateral: **Created Social Media eBooks, Product Comparisons, SWOT Analysis,** Point of View, Digital Marketing Campaign documents for partner products, & services for both corporate and key corporate partners.
- ✓ Utilized by partners at marketing events as featured digital marketing/social media expert such as conferences, round-tables, etc.
- ✓ Created content marketing and social media marketing strategies & brand development to establish my employers as an authority in the digital and social media marketing space.
- ✓ Strategic Sales Scoping of Digital Marketing projects that include Adobe Marketing Cloud products & implementation.
  - **Closed over 750K** in service contracts in last 6 months
  - **Assisted in closing over 500k** in product contracts in last 6 months
- ✓ Navigated as an effective sales solutions consultant and relationship manager, accounted for consulting prospects for purchasing digital marketing and social media monitoring software and services; achieving **revenues of over 1.7MM**
- ✓ Served as the relationship manager for **Fortune 500 companies,** responsible for maintaining communications through routine onsite workshops and meetings to help develop a digital marketing and customer journey roadmaps.
- ✓ **Conducted over 100 strategy sessions** with solutions and technical consultants in identifying ways to resolve outstanding issues based on the digital marketing technologies
- ✓ Co-Led the establishment of digital marketing **delivery processes,** thereby **increasing efficiencies and project delivery timelines** by implementing new project methodologies, thus boosting **project turnaround times by 35%.**

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- ✓ Worked with Client Success Director to re-designed client management procedures for **solutions consultants team of 8 which enhanced client satisfaction by 15%**; worked with **technical teams in Uruguay and Brazil**

## LIMA CONSULTING GROUP, MALVERN, PA

### **Sr. Relationship Manager, Social Media Expert & Sr. Solutions Consultant** • Feb 2015–Mar 2016 / September 2016–Present

- Key strategic member of sales and business development teams by providing expert solutions to prospects leading to purchasing digital marketing and social media marketing technologies and services
- Lead expert technical consultant teams in delivering enterprise and mid-market project implementations and configurations
- Created a social media, process, sales & pricing strategy to be utilized with key LCG channel partners for implementation with social media marketing platforms and products Guide solutions consultants on digital marketing & social media mental agility to discover upselling & cross-selling opportunities
- Collaborate with solutions consultant team in charge of rendering sales support and resolving prospect inquiries during all stages of the sales cycle **contributing to 3.5MM in new business sales**.
- Leverage excellent consulting skills to assess client's project requirements in aligning proper resources and provide on-time delivery of the scope of work
- Cadence communication with the sales & marketing teams to update marketing documents including: case studies, product sheets, white papers, social media community engagement and prospecting event calendar.
- **Developed acquisition & demand generation strategies** via content & social media marketing & marketing funnel optimization.
- **Established 10+ commercial relationships** with AE's at Adobe and **utilized as a "go to" consultant** for closing Adobe Sales
- Created sales strategy to increase sales pipeline and focus on opportunities **in both inbound and outbound marketing**.
- **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 securing demo opportunities, cross selling or upselling product solutions and implementation services.
- **Problem Solving & Debugging**; work with clients' technical teams to resolve implementation issues of marketing technologies

### **Sr. Solutions Consultant & Social Media Expert** • May 2013 – Jan 2015

- Performed research, data modeling & reporting on trends, including SEO, PPC, Social Media & Content Marketing
- Architect & Strategist for Client Implementations of:
  - Adobe Marketing Cloud Products: Analytics, Social, Target, Campaign, Media Optimizer, DTM, AEM (Sites, Apps, etc.)
  - ComScore Analytics, Google Analytics, IBM Coremetrics. Business Intelligence & Digital Marketing Analysis
  - Tag Management Platforms/Systems (TMS): Tealium, Ensignten, Signal & Adobe DTM
  - Data Analysis: Consumer Engagement Metrics, Social Analytics & Listening, Web Analytics & Offline Metrics
  - Search Engine Optimization Projects using such tools as Linkdex, Majestic, Raven Tools & SEO Clarity
  - Social Media Strategy, Engagement & Marketing Projects
  - Personalization & Testing Projects with Adobe Target, IBM Tealeaf, Demandbase, etc.
  - Content Marketing & Inbound Marketing Projects
  - Pay Per Click, Re-Targeting & Paid Social Media Projects with **over \$3MM in budget**.
  - Demand Generation Modeling, Customer Journey Mapping, Customer Profiling & Personalization in Online Marketing Environments

## XumaK, LLC, MIAMI, FL

### **Client Account Executive, Social Media Expert & Adobe Partner Manager** • Mar 2016–September 2016

- Lead analytics expert technical consultant teams in delivering project implementations and configurations
- Strategist for Client Implementations of Adobe Marketing Cloud Products (AEM, Analytics, Target, Social, Campaign, etc.)
- Participate and lead internal brainstorming and creative thinking sessions that solve client/prospect digital marketing roadblocks, customer roadmap & journey strategies, technical integrations, and discover upsell opportunities
- Leverage digital marketing and social media marketing consulting skills to assess client's requirements in aligning proper resources and provide on-time delivery of the scope of work
- Key strategic member of sales and business development teams by providing expert solutions marketing automation systems such as Adobe AEM (CMS & Communities), Target, Campaign, Social, Analytics and other digital marketing technologies and services
- Collaborate with all business units including: consulting, technical, sales, and marketing
- **Developed acquisition & demand generation strategies** via event, email, social media and content marketing programs
- Establish excellent sales and client retention strategies and demand generation by providing guidance through evaluation of current technologies and sourcing of complementary products and services to recommend

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- Created sales strategy to increase sales pipeline and focus on opportunities **in both inbound and outbound marketing**

## DA LI SOCIAL, NEW ORLEANS, LA

**Principal, Social Media Marketing Expert** • Nov 2010–Jun 2013

- Research, Strategize, Implement & Measure client social media engagements
- 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
- 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**

## EARLIER CAREER

SERENGETI COMMUNICATIONS, MCLEAN, VA

**Director of Social Media**

May 2009 – October 2010

- Initiated efforts to improve clients' exposure in social networks on average **over 40%**
- Spearheaded strategies that improved traffic from multiple channels **over 55%** Plan strategy & implementation for all social media & mobile clients
- Analyze market space for realistic area of gain in clients' market space

KEY RELVANCE, WYLIE, TX

**Director of Internet Marketing/Social Media**

Aug 2007 – May 2009

- 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
- Managed creation, optimization and publication of video media for clients

COMMERCE 360, PLYMOUTH MEETING, PA

**Online Marketing Manager**

June 2006 – Aug 2007

- **Lead social media & SEO architect** for Comcast's Fancast project
- 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

QVC, WEST CHESTER, PA

**Online Marketing Manager: Natural Search**

Jan 2005 – June 2006

- Project Manager & SEO Architect for project to bring QVC.com out of "frames"
- Identified & successfully rolled out holiday project that **produced over \$750k** in additional online sales during holiday season despite the framed architecture.
- Increased web traffic & conversion to QVC.com **by more than 75%**.
- Departments experienced **over 500% increase** in sales & **over 700%** in web traffic.

## EDUCATION

- ✓ **Bachelor Degree: Information Systems / Public Relations** • Susquehanna University, Selinsgrove, PA
- ✓ **Associates Degree: Mass Communications / Public Relations** • Pennsylvania College of Technology, Williamsport, PA
- ✓ **Certification: Computer Information Systems** • South Schuylkill Vocational Technical School, MarLin, PA

## CERTIFICATIONS

- Adobe Analytics Implementation: 2013
- Adobe Analytics User Reports: 2013
- Adobe Analytics Advance User: 2014
- Adobe Social: 2014
- Adobe Target: 2014
- Adobe Social Sales Certification: Apr 2016
- Adobe Analytics Sales Certification: Apr 2016
- Adobe Analytics Solutions Integrations: Apr 2016
- Adobe Partner Target Sales Certification: May 2016
- Adobe Experience Manager 6.0 Sales Certification: Sept 2016
- Adobe Experience Manager 6.0 Solutions Integration: Sept 2016
- Adobe Experience Manager Assets: Sept 2016
- Adobe Tag Management: Adobe 2014 Adobe Campaign 6.1 Sales Certification: Dec 2016
- Adobe Campaign 6.1.1: Cross-Channel Marketing Optimization Dec 2016
- Adobe Campaign 6.1.1: Setting Up & Configuring Adobe Campaign Client Dec 2016
- Adobe Campaign 6.1.1: Web Apps and Surveys Jan 2017
- Adobe Campaign 6.1.1: Message Center Feb 2017
- Adobe Campaign 6.1.1: Data Management Feb 2017
- Adobe Campaign 6.1.1: Foundations for Business Practitioner Feb 2017