

# LIANA "LI" EVANS

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## ADOBE CERTIFIED EXPERT (ACE) & CUSTOMER EXPERIENCE MANAGEMENT CONSULTANT

*Adobe Experience Cloud Strategist | Digital Marketing & Transformation Consultant | Client Relationship Manager | Speaker & Author | Data Analytics Architect | Social Media Expert | International & Virtual Team Project Management*

### QUALIFICATIONS PROFILE

- ✓ **Adobe Certified Expert (ACE)** – [Adobe Analytics Architect](#)
- ✓ Lead **digital transformation & technical maturity consultant** leading engagements for financial, media & ecommerce companies
- ✓ **Results-driven and performance-focused management professional**, offering broad-based experience in solutions consulting, digital analytics strategy, project management & delivery, and client relations.
- ✓ Principal lead for **high visibility data architecture projects**. Created & implemented strategies for data collection and integration with "Big Data" & Visualizations tools such as Domo, Tableau, Adobe Analytics Workbench and Audience Manager.
- ✓ **Project & team management**; managed U.S. based & international virtual teams of engineers and supporting staff on projects over 500k
- ✓ **Highly effective and strategic solutions consultant for Analytics & Marketing Technologies**; 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, analytics & social media professional** generating over **\$1.7MM in software & services** contracts in last 24 months
- ✓ **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
- ✓ **Digital Marketing Round-Table Expert Speaker**: Partner digital marketing events. Qualify and follow up on leads from events
- ✓ Experienced cross industry digital marketing expert. Worked with Fortune 500 clients in Travel & Hospitality, **Banking & Finance**, Medical & Pharmaceutical, Retail & eCommerce, Insurance, Government, CPG, B2B, B2C and Real Estate
- ✓ **Published Social Media Marketing Author**. "[Social Media Strategies: Engaging Strategies for Facebook, Twitter & Other Social Media](#)"
- ✓ **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

### TECHNICAL ACUMEN

<i>Adobe Experience Cloud</i>	<i>Data &amp; Personalization</i>	<i>Supporting Capabilities</i>	<i>Engagement &amp; Retention</i>
<i>Adobe Campaign</i>	<i>Web Analytics</i>	<i>Strategic Planning</i>	<i>Search Engine Optimization (SEO)</i>
<i>Adobe Analytics</i>	<i>Optimizely, Monetate</i>	<i>Mar-Tech Road Mapping</i>	<i>PPC, Paid Media, eCommerce</i>
<i>Adobe Target</i>	<i>Customer Journey Mapping</i>	<i>Project Management</i>	<i>Customer Journey Mapping</i>
<i>Adobe Experience Manager (AEM)</i>	<i>Exact Target, Spredfast</i>	<i>Proposal Scoping &amp; Budgeting</i>	<i>Email Campaign Optimization</i>
<i>Adobe Media Optimizer (AMO)</i>	<i>Mobile Strategy, TeaLeaf</i>	<i>Cross Chanel Integration</i>	<i>Social Media Marketing</i>
<i>Adobe Audience Manager</i>	<i>SiteSpec, Monetate, Demand Base</i>	<i>Omni-Channel Marketing</i>	<i>Public Relations Management</i>
<i>Adobe Experience Cloud</i>	<i>Domo, Tableau, Hadoop</i>	<i>Delivery Team Management</i>	<i>Content Marketing</i>

### PROFESSIONAL EXPERIENCE

#### CAREER HIGHLIGHTS:

- ✓ 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 200 strategy sessions** with solutions and technical consultants in identifying ways to resolve outstanding issues based on the digital marketing technologies including analytics, personalization and automation tool stacks.
- ✓ **Implemented over 75 projects** involving Adobe Analytics, Target, Social and Campaign products from all aspects: Business Analyst, Architect, Implementer, Q&A Testing & Training.
- ✓ 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%**.
- ✓ 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**
- ✓ 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.

### BLUE ACORN ICI, RALIEGH, NC

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## Adobe Certified Expert (ACE) & Multi-Solutions Architect • February 2019 – Present

- **Multi-Solutions architect** for Adobe Experience Cloud products and core services such as Analytics, Audience Manager, Campaign, Target, Audiences, Mobile Services & Launch
- Identify, define & create strategies for client’s key MarTech tool integrations and various data collection systems
- Create data governance processes and configuration options for client resources
- **Audit existing client implementations** of mobile & web analytics, data management platforms, personalization tools and tag management systems
- Create **technical implementation roadmaps** for client adoption of Mar-Tech & eCommerce cloud-based tools
- Identify, document & recommend opportunities for clients to take full advantage of their Mar-Tech tool stacks & resources

## VANGUARD, MALVERN, PA

### Adobe Experience Cloud Multi-Solutions Integration Expert (Contractor) • June 2017 – February 2019

- **Lead technical architect** for Adobe Experience Cloud products such as Analytics, Work Bench, Audience Manager & Launch
- Strategic Lead for Adobe Launch implementation with Adobe Analytics and Marketing Tags such as VisualIQ & Double Click
  - Lead audits of 5 different business line implementations of Adobe Analytics
  - Reconcile, document & estimate level of effort to implement new & existing valid variables
  - Investigate and define solutions for variable with implementation issues
  - Recommend strategic measurement implementation to take further advantage of the current in house analytics tools
- Manage high visibility projects such as integrations with enterprise CMS system, Social Media publishing tools, migration to Adobe Launch and video analytics with Limelight Networks
- Work with the business analysts in 6 different business lines to establish new measurement initiatives
- Identify, define & create strategies for key **MarTech tool integrations**
- Promote the usage of the correct tools for the measurement of conversions, user experience and client journeys
- Directed project to **save over \$250K** by integrating Adobe Connect with Adobe Analytics
- Contributor to internal digital technology road mapping efforts **defining digital marketing maturity** of the organization
- Initiated initiative to reduce inefficient measurement strategies and **save over \$600K** by reducing Adobe Analytics server calls
- Strategic lead for Adobe Experience Cloud products integrations with other marketing technology tools such as Limelight Networks, Adobe Connect, BrightEdge, Conductor, DemandBase, On24 and Exact Target.
- Establish implementation processes for marketing technology tools such as ObservePoint, & Tracking First, Adobe Launch, etc.
- Established a **voluntary innovation group** that created, documented and prioritized new strategic MarTech solutions

## LIMA CONSULTING GROUP, MALVERN, PA

### Sr. Relationship Manager & Sr. Adobe Marketing Cloud Consulting Expert • Feb 2015 – June 2017

- Lead **Adobe Marketing Cloud Expert** for implementations of Adobe Campaign, Analytics, Target and Social products. Manage teams & preform implementation tasks for over 75 different product implementations over the last 5 years.
- Managed 5-10 internationally based engineers, analysts & testers on Adobe Experience cloud projects in Uruguay, Guatemala, Brazil, and the U.S. Including **hiring and developing specific talent and skillsets** as well as promoting talented team members to new & challenging positions.
- **Created MarTech Road Maps** based on clients’ current MarTech tools, people and processes. Successfully moved clients from “lagging” to “leading” in industry based upon key identified road map points and mapping the right resources, people and processes to existing & new mar-tech tools.
- Conducted **Digital Transformation Maturity Modeling**: deliver comprehensive assessment and recommendations of the people, processes and technologies needed to achieve future business objectives over a **three-year planning** horizon
- Advised clients on **MarTech tool procurement**. Create plans for MarTech tool integration & create processes for onboarding of new digital marketing technologies. Assist clients in **recruiting, hiring and onboarding new talent** based on MarTech tool acquisitions.
- Requirements gathering, strategic planning & implementation of Marketing Strategies involving online and offline efforts such as SEO, PPC, Public Relations, MarCom, Content Marketing, Social Media, Personalization. Branding & Consumer Engagement

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

- Performed research, data modeling & reporting on trends, including SEO, PPC, Social Media, eCommerce & Content Marketing
- Architect & Strategist for Client Implementations of:
  - Adobe Marketing & Experience Cloud Products: Analytics, Social, Target, Campaign, Media Optimizer, DTM, AEM (Sites, Apps, etc.)
  - Manage engineering teams of 5-10 members both in person and virtually
  - ComScore Analytics, Google Analytics, IBM Coremetrics. Business Intelligence & Digital Marketing Analysis

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- Tag Management Platforms/Systems (TMS): Tealium (certified in deployment), Ensign, Signal & Adobe DTM
- **Data Analysis:** Consumer Engagement Metrics, Social Analytics & Listening, Web Analytics & Offline Metrics
- Social Media Strategy, Engagement & Marketing Projects
- Personalization & Testing Projects with Adobe Target, IBM Tealeaf, Demandbase, Adobe Campaign, Sales Force, Exact Target, etc.
- 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

## DALI SOCIAL, NEW ORLEANS, LA

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

- Requirements gathering, strategic planning & implementation of Marketing Strategies involving online and offline efforts such as SEO, PPC, Public Relations, MarCom, Content Marketing, Social Media, Personalization. Branding & Consumer Engagement
- Created integrated strategies that wove in mobile, local, search & paid digital content
- **Manage virtual teams** of contractors (5-10) on client projects.
- 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 – Oct 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 RELEVANCE, 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

## TRAINING & CERTIFICATIONS

- Adobe Certified Expert (ACE): Adobe Analytics Architect 2019
- Adobe Campaign 7.0: December 2018
- Adobe Target: 2018
- Adobe Launch: Discovery Training, June & October 2018
- Adobe Target: Audience Experimentation & Automation 2018
- Tealium: Deployment Certification 2015
- Adobe Audience Manager: 2018