LIANA "LI" EVANS, MBA

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MARKETING EXECUTIVE & DIGITAL EXPERIENCE TECHNOLOGY STRATEGIST

Digital Marketing Strategist | Data Analytics Architect | Social Media Expert | Project Management | Adobe Cloud Evangelist
Mar-Tech Tools Stack Implementation | Client Relationship Manager | Marketing Solutions Consultant & Trainer

QUALIFICATIONS PROFILE

- ✓ **Masters of Business Administration**, Entrepreneurship and Family Enterprises
- ✓ **Adobe Certified Subject Matter Expert** (SME) – Adobe Analytics Architect, Developer & Practitioner & Adobe Real Time CDP
- ✓ **Designed & Implemented Customer Experience (CX)** technology training program focused on Adobe Marketing Cloud products including AEM, Analytics, Campaign, Adobe Advertising and Target along with partner technologies Lytics, Kickfire, Mouseflow and Google Cloud
- ✓ **Adobe Certified Professional –Business Practitioner:** Target, Campaign Standard, Analytics | **Developer**: Analytics
- ✓ **Published Social Media Marketing Author.** "**Social Media Strategies: Engaging Strategies for Facebook, Twitter & Other Social Media**"
- ✓ **Highly effective 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 **$6.5 MM in software & services** contracts in last 5 years
- ✓ 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.
- ✓ **Project & team management**; managed **U.S. based & international virtual teams** of engineers and supporting staff on projects over 500k

TECHNICAL ACUMEN

Adobe Experience Cloud	Data & Personalization	Supporting Capabilities	Engagement & Retention
Analytics, Target, Campaign Standard Launch, Experience Manager (AEM), Magento, Marketo, Audience Manager, Experience Cloud & Platform	*Customer Experience Management, Google Analytics & Data Studio, Looker, Journey Mapping, Lytics MouseFlow, Demand Base, Kickfire*	*Strategic Mar-Tech Road Mapping, Proposal Scoping & Budgeting, Delivery Team Management, Data Architecture & Integrations*	*Search Engine Optimization (SEO) PPC, Paid Media, eCommerce, Email, Social Media Marketing, Public Relations, Content Marketing*

PROFESSIONAL EXPERIENCE

CAREER HIGHLIGHTS:

- ✓ Created a **multi-discipline training program** focused on training technologists to become multi-solution architects and CX strategists
- ✓ 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%.**
- ✓ Created content marketing and social media **marketing strategies & brand development** to establish an authority in the digital and social media marketing space.
- ✓ **Adobe Marketing & Experience Cloud Evangelist** that leads adoption of new tool acquisition by clients that provide solutions to clients most pressing marketing & analytics needs.
- ✓ Worked with Client Success Director to re-designed client management procedures for **solutions consulting team of 8 which enhanced client satisfaction by 15%;** worked with **technical teams in Uruguay and Brazil**
- ✓ **Adjunct Social Media Marketing Professor & Speaker.** Adjunct Social Media Marketing Professor for Rutgers & AISTS Sports Mastery
- ✓ **Digital Marketing Round-Table Expert Speaker:** Partner digital marketing events. Qualify and follow up on leads from events

CX STUDIOS, SOUTHLAKE, TX

Vice President, Head of Data, Learning & Delivery Enablement ▪ October 2021 – Present

- **Lead Adobe Experience Cloud initiatives**. Strategically architect, integrate & champion Adobe Experience Cloud products (AEP, Analytics, Real-Time CDP, Campaign, AEM, Target, Marketing) to existing & potential clients.
- Lead Google Cloud initiatives. **Strategically architect, and integrate** Google Cloud products (Data Studio, Looker, Big Query, Analytics, etc.) within existing & potential clients projects.
- **Create digital transformation road maps**. Assess client's current technology, resources & budgeting.
- Research, create, & deliver **digital experience transformation workshops** for client marketing & technology teams.
- Manage team **scrum/agile sprints** and **product deliveries** as scrum master
- **Review & analyze marketing technology tools** for features, data agility, integration, usability, security, and scalability.
- Document clients' current data architect. **Analyze and recommend** architecture improvements, integrations, and tools.
- Respond to RFPs, client proposals, scoping requests for client projects.
- Partner with sales and account directors to identify opportunities for strategic **engagements** and new mar-tech tools.
- Create pitch decks for potential sales opportunities. **Collaborate with sales team** to deliver presentations.
- **Collaborate** with partner relationship managers such as Adobe, Lytics, & Wevo, to create Go-To-Market strategies with partner products and CX Studios DCX technology solutions.
- **Create training programs** for all aspects of Digital Customer Experience (DCX) solutions including analytics, user experience (UX), content creation, campaign management, data architecture, identity resolution and customer engagement.
- **Create and manage marketing** solutions for CX Studios and clients.
- **Direct and manage** multiple teams of multi-solutionists, trainers, and marketers both domestic and onshore, and remote and on-premise.
- **Manage** customer relationships and **expand** CX Studios footprint.

BLUE ACORN ICI *(An InfoSys Company)*, RALIEGH, NC

Adobe Certified Master, Subject Matter Expert (SME) & Multi-Solutions Architect ▪ February 2019 –October 2021

- **Multi-Solutions architect** for Adobe Experience Cloud products and core services such as Analytics, Audience Manager, Campaign, Target, Audiences, Experience Platform, Mobile Services & Launch
- Assisted in closing **over 2 MM** in accounts for 2020
- **Mentor & train** new team members on Mar Tech Tools & Architecture
- 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
- Identify, define & **create strategies** for client's key MarTech tool integrations and various data collection systems
- Document & train clients in process for utilizing Adobe Analytics, Target, Campaign & Audience Manager
- 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
- Evangelize and advance company go to market (GTM) strategies with Adobe Marketing & Experience Cloud products
- Create t**echnical implementation roadmaps** for client adoption of Mar-Tech & eCommerce cloud-based tools
- **Principal lead for high visibility data architecture & experience solutioning projects.** Created & implemented strategies for data collection and integration with "Big Data" & Visualizations tools such as Domo, Tableaux, Microsoft BI.
- **Identify, document & recommend opportunities** for clients to take full advantage of their Mar-Tech tool stacks & resources
- Assist sales & account management teams with potential client presentations, RFP estimations, mar-tech tool alignment

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 Visual IQ & 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, & Claravine, 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, & U.S. Including **hiring, developing specific talent & skillsets** as well as promoting team members to new & challenging positions.
- **Created MarTech Road Maps** based on clients' current MarTech tools, people & processes. Successfully moved clients from "lagging" to "leading" in industry based upon key identified road map points and mapping resources, people & 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
  - Tag Management Platforms/Systems (TMS): Tealium (certified in deployment), Ensighten, Signal & Adobe DTM
  - **Data Analysis**: Consumer Engagement Metrics, Social Analytics & Listening, Web Analytics & Offline Metrics
  - Social Media Strategy, Engagement & Marketing Projects, PPC, Re-Targeting & Paid Social Media Projects with **over $3MM in budget**.

EDUCATION

- ❖ **Master's Degree: Business Administration** ▪ Louisiana State University Shreveport, Shreveport, LA
- ❖ **Bachelor's Degree: Information Systems / Public Relations** ▪ Susquehanna University, Selinsgrove, PA
- ❖ **Associate Degree: Mass Communications / Public Relations** ▪ Pennsylvania College of Technology, Williamsport, PA
- ❖ **Certification: Computer Information Systems** ▪ South Schuylkill Vocational Technical School, Mar Lin, PA

TRAINING & CERTIFICATIONS

- Adobe Certified Subject Matter Expert (SME)
- Adobe Certified Master: Analytics Architect
- Adobe Certified Professional - Developer: Analytics
- Adobe Certified Professional – Business Practitioner: Analytics, Campaign Standard & Target
- Adobe Experience Platform (AEP) & Real Time CDP
- Adobe Target: Audience Experimentation & Automation
- Adobe Audience Manager
- Adobe Campaign 7.0
- Adobe Launch
- Lytics CDP Enthusiast
- Infrastructure and Application Modernization with Google Cloud
- Innovating with Data & Google Cloud
- Understanding Google Cloud Security and Operations
- Introduction to Digital Transformation with Google Cloud
- Tealium: Deployment Certification