

# LIANA "LI" EVANS, MBA

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## DIGITAL EXPERIENCE TECHNOLOGY STRATEGIST & DATA ARCHITECT

*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
- ✓ **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
- ✓ **Adobe Certified Subject Matter Expert (SME)** – [Adobe Analytics Architect](#) (Master), 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](#)

### TECHNICAL ACUMEN

<i>Adobe Experience Cloud</i>	<i>Data &amp; Personalization</i>	<i>Supporting Capabilities</i>	<i>Engagement &amp; Retention</i>
<i>Customer Journey Analytics, Analytics, Target, Campaign, Marketo, Data Collection, Journey Optimizer (AJO), Experience Manager (AEM), Magento/Commerce, Real Time CDP, Audience Manager, Adobe Advertising, Experience Platform (AEP)</i>	<i>Customer Experience Management, Audience Development, Google Analytics &amp; Looker Studio, Amplitude, Heap Metrics, Mix Panel, Treasure Data, Tealium, Journey Mapping, Lytics Demand Base, Kickfire, OneTrust</i>	<i>Strategic Mar-Tech Road Mapping, Proposal Scoping &amp; Budgeting, Delivery Team Management, Consent Management, Tag Management, MouseFlow, ObservePoint, SalesForce, HubSpot</i>	<i>Search Engine Optimization (SEO), Paid Media, eCommerce, Email Marketing, Social Media Marketing, Public Relations, Customer Relationship Management (CRM), Content Development Strategy, Affiliate &amp; Partner Marketing</i>

### PROFESSIONAL EXPERIENCE

#### CAREER HIGHLIGHTS:

- ✓ **Implemented over 75 projects** involving Adobe Analytics, Customer Journey Analytics, Target, Social and Campaign products from all aspects: Business Analyst, Architect, Implementer, Q&A Testing & Training.
- ✓ Created an **analytics training program** focused on training a team obtain **Adobe Analytics certification** (with 95% certification rate)
- ✓ Created a **multi-discipline training program** focused on training technologists to become multi-solution architects and CX strategists
- ✓ **Lead implementations of Adobe Customer Journey Analytics & Adobe Analytics via Event Driven Data Layer (EDDL)** architecture & Web SDK methodologies.
- ✓ 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.
- ✓ 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](#)

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- ✓ **Digital Marketing Round-Table Expert Speaker:** Partner digital marketing events. Qualify and follow up on leads from events

## PROTIVITI DIGITAL, ATLANTA, GA

### Senior Manager, Digital Experience Platforms, Adobe & Mar-Tech • February 2023 – Present

- Lead **strategic implementations of all data architecture and analytics projects** including Adobe Experience Platform, Adobe Analytics, Customer Journey Analytics, Adobe Target, Google Analytics: **90% Launch Rate Under Budget & On Time**
- **Audit & deliver findings** of client mar-tech technology implementations (Analytics, CX/UX, SEO, Paid Advertising, Tag Management tools), delivered documentation which secured an increased footprint with clients.
- Design & **implement measurement architecture** for client journey analysis to **derive insights and opportunities** for personalization efforts leveraging audience segments based upon events and actions taken in the customer journey.
- Develop & contribute to client proposals, secured **over 3MM** in licenses and project implementation work both from new & existing clients.
- **Evaluated & recommended** analytics platforms for clients based on a **weighted system that aligned customer requirements** to platform abilities, performance & security initiatives.
- Design & implement **consent management** via tag management systems & **OneTrust**
- Leverage **tag management systems (TMS)** such as Adobe Data Collection (formerly Launch), Google Tag Manager (GTM) to implement analytics, cx and mar-tech tools as well as pixel management and cookie management.
- **Define, identify & connect data sources** within analytics platforms for full 360 view of customer journey engagement with both online and offline sources such as POS, Call Center, Advertising Platform, Google Search Console, Web & App Engagement.
- Create & deliver **Adobe Analytics training program** which resulted in a **95% Certification Rate** of trainees
- **Architected & project managed** the creation & delivery of a **website assessment tool** that analyzed & scored potential client’s sites for tag presence, usability scores, and site performance. Leveraged for business development.
- Direct and **manage a team of 3+** developers, architects and analysts
- Establish and **manage partner relationships** bringing on 3 new strategic partners (Lytics, ObservePoint & Blink)
- **Relationship management** and engagement with client accounts and implementation

## CX STUDIOS, SOUTHLAKE, TX

### Vice President, Head of Data, Learning & Delivery Enablement • October 2021 – February 2023

- **Create training programs** for all aspects of Customer Experience (CX) solutions including analytics, user experience (UX), content creation, campaign management, data architecture, identity resolution and customer engagement with **90% Certification Rate**
- Lead **strategic implementations of all data architecture projects** including Adobe Experience Platform, Adobe Analytics, Google Cloud with Big Query, Data Studio, Looker, and Microsoft Azure Data Factory with **95% Launch Rate Under Budget & On Time**
- **Create and manage marketing solutions** for CX Studios and clients with **traffic increases of 10-20% month over month**
- Establish and **manage partner relationships** bringing on 5 new strategic partners
- Direct and **manage multiple teams of 4+** multi-solutionists, trainers, and marketers
- **Relationship management** and engagement with client accounts and implementation
- **Recruit, interview & hire** Customer Experience (CX) solution professionals

## 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

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- **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 **technical 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, Tableau, 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**

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- **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**

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- 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**

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- 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), Ensignten, Signal & Adobe DTM

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- **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**.
- Personalization & Testing Projects with Adobe Target, IBM Tealeaf, DemandBase, Adobe Campaign, Sales Force, Exact Target, etc.

## EARLIER CAREER

DALI SOCIAL, NEW ORLEANS, LA

**Principal, Social Media Marketing & Analytics Expert**

November 2010 – June 2013

- Requirements gathering, strategic planning & implementation of strategies involving SEO, PPC, Public Relations, Content Marketing, Social Media, & Consumer Engagement
- **Manage virtual teams** of contractors (5-10) on client projects.
- Drove traffic to client sites **on average of over 45%**. Increased web sales for clients consistently **over 55% YR over YR**

SERENGETI COMMUNICATIONS, MCLEAN, VA

**Director of Social Media**

May 2008 – 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

## 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
- Adobe Launch/Data Collection
- Adobe Customer Journey Analytics
- Treasure Data
- 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