Bill Evans

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EXPERIENCE

Senior MarTech Specialist   Sep 2024 - Present

Blue State, Remote

- Directed the end-to-end execution of integrated email and cross-channel marketing campaigns—including email, SMS/MMS, and landing page development—ensuring rigorous quality assurance through platforms such as Salesforce Marketing Cloud and EveryAction.
- Led MarTech teams supporting two of the agency's largest, highest-volume clients, driving ongoing process enhancements and strategic improvements.
- Collaborated closely with designers, analysts, paid media planners, and developers to build and segment target audiences, implement A/B testing protocols, and optimize overall campaign performance.
- Demonstrated outstanding communication and collaboration skills, partnering effectively with strategists, analysts, and key stakeholders to ensure the successful delivery of high-impact marketing initiatives for major clients.

Marketing Automation Specialist   Jul 2023 – Sep 2024

Fairwinds, Orlando, FL

- Owned and championed all customer journey mapping and lifecycle marketing initiatives for the company. Responsible for building journeys, managing data extensions, and sending targeted messages using Salesforce Marketing Cloud.
- Executed multi-channel marketing plan, leveraging data to refine messaging and boost engagement. Achieved 75% higher click-through rates and 30% conversion rate increase.
- Established a comprehensive analytics system for all email campaigns, enabling data-driven messaging decisions.
- Improved sender reputation and deliverability by using industry best practices.
- Collaborated with stakeholders to identify key performance indicators that better aligned with B2B and B2C business goals.
- Created comprehensive automated reporting dashboards for c-suite to communicate ROI and inform marketing and sales strategies.
- Increased customer engagement across all marketing channels by refocusing efforts on a more data-driven, conversion-centered strategy.
- Created automations in Salesforce Marketing Cloud using SQL to import and export data for customer segmentation.
- Conceived and delivered successful retention, win-back, and sunsetting strategies.

Email Marketing Manager, Founder   Mar 2016 - Jul 2023

Tsyklon, Orlando, FL

- Architected, developed, and deployed email and push campaigns for Fortune 500 brands such as Disney, MARVEL, Pixar and Fox, with millions of users.

- Owned the entire lifecycle of marketing campaigns for all clients, encompassing development, deployment, and management within platforms like Braze, Marketo, Adobe Campaign, and Salesforce Marketing Cloud.
- Collaborated with clients on business goals and communication strategies, boosting customer engagement.
- Successfully exceeded conversion targets, resulting in enhanced brand engagement.
- Analyzed customer and engagement data to set up and deploy multivariate tests for campaign customization utilizing dynamic data pulled via REST APIs.
- Developed animated HTML5 banner campaigns for global brands using JavaScript and CSS.
- Collaborated with design to develop reusable client templates, optimizing workflow efficiency.
- Managed social media presence for a network of recognized, accredited institutions of higher learning.
- Increased company sales by 25% year-over-year through new business acquisition, proposal generation, and client pitches.

Email Marketing Manager, Founder, Product Designer   Nov 2012 - Mar 2018
Warsenal, Orlando, FL
- Architected and implemented the go-to-market strategy for every new product.
- Evolved the brand's evolution from a single product and initial concept to a global presence with over 300 diverse offerings.
- Outperformed industry benchmarks for customer acquisition and sales growing by 35% and 40%, respectively.
- Implemented workflow and tools for managing the entire customer experience lifecycle.
- Managed staffing, shipping, transportation, advertising, vendor and customer relations, and finances for 3 domestic and 1 international industry tradeshow each year.
- Designed and implemented visually appealing and user-friendly packaging for each product, ensuring brand consistency across the product line.
- Led a team of product designers and engineers to drive continuous product development.
- Innovated in the industry, bringing first-to-market products to fruition.
- Led the company to an acquisition and the company is still thriving.

Email Marketing Manager, Founder   Jun 2004 - Feb 2016
SQUAREFACTOR, Orlando, FL
- Expanded the company's reach and fostered positive client relationships through new business development, effective communication, and project management.
- Led cross-functional teams (design, development) utilizing agile methodologies to deliver diverse digital experiences (websites, mobile apps, games) and interactive installations for prestigious clients (3M, Motorola, Xerox, NASA).
- Managed and maintained production infrastructure, including databases (MySQL, Postgres) and server operations (AWS, Heroku), maintaining a 99.999% SLA for all client facing properties.
- Achieved consistent year-over-year growth of 30% while maintaining a zero-turnover rate and spearheading successful product launches (over 10) and self-promotion campaigns.

- Secured positive media coverage through press releases and strategic communication, leading to regional and national industry awards for both clients and the company.

I.T. Director   Jan 2000 - Jun 2004
MindComet, Orlando, FL
- Demonstrated leadership potential early on, starting as an engineer and ultimately becoming department director managing an engineering team of 10 direct reports.
- Designed, developed, and launched award-winning content-managed website solutions for clients such as Maersk, Fox, Nextel and DNP serving millions of monthly active users.
- Held ownership for administering and supporting all production databases, including MySQL and Postgres.
- Created internal tools that became profitable SaaS products generating over $2 million in revenue for the company.
- Bridged the gap between product managers, sales teams, and clients through clear communication, ensuring the smooth handling of ongoing requests.
- Defined the company-wide (45 employees) build, deploy, and change management strategies for all infrastructure and hosted customer web properties.
- Maintained 99.99% uptime for all client production web servers running on the Linux platform.

Senior Front-End Technologist   Jan 1999 – Jan 2000
Scient, San Francisco, CA
- Led the front-end development team of a startup hotel reservation platform.
- Worked closely with designers to translate mockups into functional web interfaces.
- Created information architecture and style guide documentation.
- Architected a reusable UI component library that improved development efficiency by 30%.
- Mentored and trained junior developers on best practices for front-end development.
- Optimized website performance, reducing page load times by an average of 15%.
- Implemented accessibility features to ensure the website is usable by everyone.

SKILLS

Javascript / Typescript, HTML5 / CSS, PHP, Python, Ruby, SQL, AMPscript, SSJS (Server-Side Javascript), Liquid, VTL(Velocity Template Language), GTL (Guide Template Language), Salesforce Marketing Cloud, Braze, Adobe Campaign, Marketo, Google Analytics (GA4), Looker Studio, Customer.io, Movable Ink, LiveClicker, WordPress, Sprinklr, Shopify, MailChimp, Adobe Creative Suite, Sketch, Figma, Django, Hugo, Next, React, Maizzle, MJML, Tailwind, Unix/Linux, Git, Big Query, MySQL, Postgres, GSAP (Greensock), AWS, Heroku, Asana, Stripo, Jira, Confluence, Workfront, Microsoft Teams, Trello, Wrike

EDUCATION

Seminole State College – Sanford, FL

LICENSES & CERTIFICATIONS

Salesforce Certified Marketing Cloud Developer   2024
Salesforce - 4115805

Salesforce Certified Marketing Cloud Administrator   2024
Salesforce - 4616391

Salesforce Certified Marketing Cloud Email Specialist   2023
Salesforce – 3812056

Braze Certified Practitioner   2024
Braze

Google Analytics (GA4)   2023
Google - 163324145