

# EVAN DAVIS

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## **Market Analysis • Management • Training/Presentation**

Ten years of inside and outside Sales experience. Ten years of Marketing experience with SEO, SEM, interactive marketing, eCommerce, consumer advertising, websites, catalogs, imaging, and market analysis. Seven years of management experience including training, managing territories, directing departments and organizing logistics.

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## **PROFESSIONAL EXPERIENCE**

Burten Distribution, Los Angeles, CA

### **DIRECTOR OF SALES AND MARKETING (2005-Present)**

Responsible for all online marketing (SEO, SEM & PPC), web design, imaging, editing and social media. Handled print marketing (catalogs slicks & mailers). Oversaw the hiring, training and supporting Account Executives.

#### **Selected Achievements:**

- Built and managed B2B & B2C Ecommerce websites.
- Created & targeted specific customer types with PPC, SEO & CRM.
- Helped to ensure a consistent 20% annual growth in the company.
- Optimized sites for search engines.
- Researched and implemented the Microsoft CRM solution.
- Analyzed business data to calculate ROI figures and charts.
- Created over 2000 product images.
- Developed Loyalty Program to retain customers
- Set company database standards for data handling and input.
- Develop the strategic market plan and business direction using P&L.
- Hired and trained more than half of the existing sales force.
- Created B2C & B2B marketing materials.
- Negotiated various contracts with vendors for printing, software, etc.

Graphic Products, Beaverton, OR

### **PRINT MARKETING MANAGER (2008-2009)**

Hired to build a print marketing department. Managed search engine optimization (SEO), site design & social marketing while company owners decided on offline marketing plan.

#### **Selected Achievements:**

- Managed SEO.
- Managed online social content.
- Created consumer email blasts.
- Implemented A/B Testing for SEO.
- Created consumer newsletter.
- Revised customer loyalty program.
- Managed Google & MSN PPC.
- Updated old consumer websites.
- Created affiliate program.
- Wrote production guides for implementing Kaizen and KanBan.
- Used analytics tools to measure ROI.

Parts Components International (Shop Smart Supply), Gardena, CA (310) 644-1333

**SPECIAL PROJECTS MANAGER (2003-2004)**

**DIRECTOR OF MARKETING (2004-2005)**

Used SEO to brand and develop new business growth. Developed new SEO methods to dominate search engines.

**Selected Achievements:**

- Rebuilt websites and setup new B2C Ecommerce services producing over \$50,000/month.
- Created new SEO systems.
- Measured success with analytics.
- Used data to construct P&L reports.
- Expanded existing websites to \$500,000/month.
- Negotiated large customer contracts of \$10,000/month and larger.
- Implemented comparison shopping engine integration.

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## **EDUCATION AND CREDENTIALS**

**Bachelor of Science (BS) • CA STATE UNIVERSITY, LOS ANGELES**

**School of Business Management**

**Associate Degree (AA) • MODESTO JUNIOR COLLEGE, Modesto, CA**

**Professional Development:**

Dale Carnegie Sales Training

Ongoing Special Projects with Shop Smart Supply

Ongoing Marketing Consultant for Burten Distribution

Creation of Telavir.com – first Web Hosting Company in the US to offer free hosting.

**Technical Skills**

Strong SEO, SEM & PPC skills.  
Strong knowledge of social media including fan sites, email marketing, blogs, press releases, Facebook, Twitter, Digg, MySpace, etc.  
Knowledgeable in all windows platforms  
HTML  
Web Development with Cascading Style Sheets (CSS)  
Office 2003 (including Word, Excel, Powerpoint)  
Customer Relationship Management Software (Microsoft CRM)  
Processing and fulfilling orders sent using the Electronic Data Exchange (EDI)  
Regression Forecasting

Bookkeeping  
Office Master System,  
Accounting Software (OMS)  
SQL  
Factiva  
Dreamweaver  
Fireworks  
Flash  
Photoshop  
InDesign  
Acrobat  
PHP  
ASP  
Javascript  
Familiarity with TLAs  
Human Resources