

EVAN DAVIS

16763 NW Oak Creek Dr, Beaverton, OR 97006

Cell: (503) 913-9991 • Home: (503) 747-0266

LinkedIn: <http://www.linkedin.com/in/evandavis>

Email: contact@evandavis.org • Portfolio: <http://www.evandavis.org>

Marketing • Management • Training/Presentation • Agency Experience

Ten years of Marketing experience with SEO, SEM, interactive marketing, ecommerce, consumer advertising, websites, catalogs, imaging, print layout, graphic design and market analysis and analytics. Experience in Web design using HTML and CSS.

EDUCATION AND CREDENTIALS

California State University, Los Angeles • Bachelor of Science in Business Management

PROFESSIONAL EXPERIENCE

ethology Digital Marketing Agency, Portland, OR

SEO PERFORMANCE SPECIALIST (2011-2012)

Responsible for managing and maintaining the relevancy of content on client websites.

Selected Achievements:

- Create performance reports to measure client website performance.
- Track site performance using Analytics.
- Make recommendations for site optimization based on page performance.
- Used Schema.org, microformatting & rich snippets to optimize sites.
- Analyze technical aspects of websites including canonicalization, http codes, html, CSS and other scripting.
- Clients include US Bank, CRH Systems, Comlax/Pure Hockey, Columbia Bank, Ponte Vedra Resort, Bibby USA & Mohawk Paper.

Burten Distribution, Los Angeles, CA

MARKETING MANAGER (2005-2011, part time 2011-2012)

Responsible for all online marketing (SEO, SEM & PPC), web design, imaging, graphic design, editing and social media. Handle print marketing (catalogs slicks & mailers). Manage product launches of new brands. Oversee the hiring, training and supporting Account Executives.

Selected Achievements:

- Built & managed B2B & B2C Ecommerce sites.
- Create materials for & target specific customer types with PPC, SEO & CRM.
- Help to ensure a consistent 20% annual growth in the company 2005-2008.
- Analyzed data to calculate ROI figures & charts.
- Use Regression Analysis and ANOVA-tables to relate behavior to data gathered.
- Use historical levels & trends to predict inventory levels and assist purchasing.

- Created over 3000 product images.
- Set database standards for data handling.
- Developed strategic market plans.
- Hired and trained existing sales force.
- Created B2B & B2C sales materials.
- Negotiated various contracts with vendors for printing, software, etc.
- Researched and implemented Microsoft CRM.
- Created new brands (logos, UPC, etc.)
- Created packaging for new products.

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...(cont'd)

Selected Achievements:

- Managed SEO.
- Used analytics tools to measure ROI.
- 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.
- Wrote production guides for implementing Kaizen and KanBan.

Professional Development:

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, Facebook, press releases, Twitter, Digg, MySpace, etc.
- Proficient Omniture & Google Analytics
- Content Management Systems
- Proficient in all Windows.
- Advanced HTML 4 & Basic HTML 5
- Advanced Web Development with Cascading Style Sheets (CSS)
- Office 2007 (including advanced skills in Word, Excel, Outlook, PowerPoint & Publisher)
- Data evaluation using Regression, Statistical Analysis and Projection.
- Inventory control and purchasing.
- Customer Relationship Management Software (Microsoft CRM & Salesforce.com)
- Bookkeeping
- Processing and fulfilling orders sent using the Electronic Data Exchange (EDI)
- Office Master System (OMS)
- Basic SQL
- Adobe Creative Suite 4: Dreamweaver, Fireworks, Flash, Photoshop, InDesign & Acrobat
- Javascript, PHP & ASP (basic)
- Familiarity with TLAs
- Human Resources
- Familiar w/Data Handling & Standards