

Evan Davis

SEO & Digital Marketing Manager | Beaverton, OR
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PROFESSIONAL SUMMARY

Digital Marketing Manager with over 10 years of experience in building & executing innovative, data-driven marketing strategies that drive customer acquisition & growth. Expert in designing scalable programs, managing cross-functional campaigns, & collaborating with strategic partners. Proven track record of leveraging data, metrics, & partner alliances to drive marketing success in cloud & digital landscapes.

DIGITAL EXPERTISE

- **SEO & SEM:** 20+ years of managing campaigns with budgets over \$100,000/month.
- **Data-Driven Strategy:** Proficient in analytics, forecasting, & optimization to achieve KPIs.
- **Web Development & Content:** Expertise in website redesigns, landing pages, & CRM workflows.
- **Team Leadership:** Built & led teams of 10+ professionals, mentoring & training staff.
- **Technical Tools:** HubSpot, Google Analytics, SEMrush, Excel, WordPress, & PPC platforms.

SELECTED PROFESSIONAL EXPERIENCE

- TerraFirma** – Tigard, OR *Digital Marketing Consultant* | Feb 2025 – Present
- Implemented data-driven strategies to enhance online visibility & drive conversions.
 - Managed digital marketing vendors and improved website performance to increase lead flow.
- Doylestown Travel Agency** – Remote *Digital Marketing Consultant* | Nov 2023 – Jan 2025
- Updated website, created landing pages, & managed Google & Microsoft Ads campaigns.
- Lamont Bros. Design & Construction** – West Linn, OR *Marketing Manager* | Dec 2023 – Jul 2024
- Spearheaded the redesign of a 700+ page website, improving SEO performance & usability.
 - Restructured HubSpot lead generation workflows, boosting sales pipeline efficiency.
 - Built video marketing capabilities by hiring a videographer & launching branded content.
- WEO Media** – Portland, OR *SEO Team Lead & Digital Marketing Manager* | Sep 2012 – Sep 2023
- Directed SEO/SEM campaigns for 60+ clients, managing \$50,000/month in SEO & \$100,000/month in SEM.
 - Achieved a 25% year-over-year increase in client visibility through SEO, Ads & optimization.
 - Led a team of 10+ SEO professionals, developing training programs & performance standards.
- ethology** – Portland, OR *SEO Performance Specialist* | 2011-2012
- Burten Distribution** – Los Angeles, CA *Marketing Manager* | 2011-2012
- Freelance Marketing Consultant** – Portland, OR *I pick up small side gigs.* | 2005-2011
- Consult – I provide roadmaps & scope for businesses, so they get the most out of their budgets.
 - Work – I have built websites, created paid ads, produced graphic design, & setup automation.

For full career history, see [LinkedIn](#)

EDUCATION

Bachelors of Science in Business Management | California State University, Los Angeles | 2008