EVAN DAVIS

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Over twenty years digital marketing & agency experience with SEO, SEM, market analysis and analytics, interactive marketing, ecommerce, consumer advertising, websites, catalogs, and graphic design.

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

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PROFESSIONAL EXPERIENCE 2005-2023

SEO TEAM LEAD (Sep 2018 – Sep 2023)   **SEO MANAGER (Jan 2014 – Apr 2016)**
SR. SEO MGR. (Apr 2016 – Sep 2018)   **SEO SPECIALIST (Sep 2012 - Dec 2013)**
WEO Media Digital Marketing Agency, Portland, OR. Responsible for SEO, Editorial, & Paid Search teams.
Achievements:

- Developed/Implemented SEO SOP
- Defined metrics for both client-facing performance and internal KPIs. Reported at all levels.
- Developed systems for proprietary CRM & reporting system feature development.
- Periodic client facing communications.
- Worked with large clients to develop multi-location/vertical marketing plans.
- Understood & reported industry changes.
- Made company, team, & client presentations.

SEO PERFORMANCE SPECIALIST (Nov 2011- May 2012)

ethology Digital Marketing Agency, Portland, OR
Responsible for managing SEO, interfacing with marketing/web development teams, and reporting performance. Clients included US Bank, CRH Systems, Columbia Bank, Bibby USA & Mohawk Paper.

MARKETING MANAGER (2005-2011)

Burten Distribution, Los Angeles, CA
Responsible for all online marketing, print marketing, and product/brand development. Oversaw 20% annual increase in gross sales from 2005-2008 & showed ROI with statistical regression. Ongoing consultant till 2020.

DIGITAL MARKETING MANAGER (2003-2005)

ShopSmartSupply, Los Angeles, CA
Oversaw online marketing team for an ecommerce company selling $500,000/mo in auto-body parts & supplies.

FULL WORK HISTORY 1986-2003 Available upon request. I've done a lot of stuff.

PROFESSIONAL DEVELOPMENT

- SEO, SEM & PPC - Expert
- Certifications: NCRC (Gold), Google Ads
- So many Content Management Systems
- Advanced HTML, CSS.
- Basic JS, PHP, AI, ASP, SQL, & Python
- Office 365 (Excel-*Ninja Level*)
- Data evaluation using Regression, Statistical Analysis and Projection.
- Adobe Creative Suite 6: Dreamweaver, Fireworks, Flash, Photoshop, InDesign & Acrobat