

# Jacquie Evans

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## SUMMARY

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As a seasoned global marketing leader, I specialize in propelling brands to new heights. My track record includes experience in subscription models, doubling customer acquisition, enhancing conversion rates by 110%, and driving a remarkable 188% surge in online revenue growth. I excel in igniting customer passion through a battle-tested framework. The most rewarding aspect is witnessing how our products and services positively impact people's lives. Achieving exceptional results by developing strategies and campaigns is not just a job; it is a source of great satisfaction.

## EXPERIENCE

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### MARKETING CAVIAR

GLENDALE, CA

#### Head of Client Marketing

May 2021 - Present

- Spearheaded branding and sustainability efforts for an innovative geothermal vertical farming pioneer, driving heightened brand awareness and eco-friendly practices. Achieved remarkable ROI while crafting compelling content, improving value propositions, nurturing client relationships, and developing comprehensive business strategies to guide sustainable growth.
- Led brand positioning strategy for a global corporate relocation provider, surpassing an impressive \$70M revenue milestone through a comprehensive growth strategy. Broadened integration between the CRM and the data platform to enhance the accuracy of data analysis and facilitate more robust market analysis.
- Successfully transformed an SMB mass hiring agency, orchestrating a substantial 400% surge in applicants over eight months by managing budgets and leveraging digital advertising, using tools such as Google Ads, Bing Ads, and dynamic social media advertising.
- Provided coaching and mentorship to a team of six marketing professionals for a B2B sales prospecting platform, executing multifaceted digital marketing campaigns and partnerships that drove substantial demand growth.
- Played a pivotal role in product roadmap and packaging design for a retail pet product, executing a high-impact demand generation strategy. Established a robust e-commerce presence, achieved rapid sellout of flagship product, and increased merchandising opportunities.
- Conducted market research for an accounting and bookkeeping marketplace, launching a highly targeted affiliate marketing campaign to advance client goal attainment based on market insights.
- Crafted comprehensive strategies for the Go-to-Market strategy (GTM) plan of a collegiate-themed DTC jewelry retailer, overseeing successful product launches and leveraging digital channels for heightened brand visibility and engagement.
- Architected a thorough corporate strategy for a B2B SaaS solution serving remote construction staffing, including Go-to-Market and strategic planning. Established a global marketing team to ensure long-term success in a fast-paced environment.
- Pioneered a comprehensive digital user experience for a local B2G heavy equipment provider, optimizing success through a revitalized social media presence and reshaped product positioning.

PROPSTOP, INC.

LOS ANGELES, CA

**Head of Marketing, Partner**

**December 2019 - May 2021**

- Evangelized PROPSTOP as the undeniable SaaS solution for simplified property management by developing and nurturing strategic partnerships worth \$200M for future development and growth opportunities.
- Analyzed market trends to build TAM and CAC models for setting strategy and capturing a \$20B potential property management market through new category development, positioning, and member engagement.
- Evaluated existing MarTech stack options and recommended optimal configuration for business goals.
- Launched and executed market research and provided UX guidance to improve customer experience.

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**J2 GLOBAL**

HOLLYWOOD, CA

**Director, Global Marketing Operations, Voice**

**March 2019 - December 2019**

- Led UI and UX improvements based on data-driven insights, producing up to \$360M in annual SMB revenue across North America and EMEA.
- Grew customer acquisition over 2X within nine months of new product development initiatives, exceeding expectations, and enabled 75% faster completion of responsive website redesign by spearheading business process improvements and lean engineering practices using a content management system (CMS).
- Oversaw technology roadmap and implementation across global marketing teams, reducing unnecessary waste, optimizing budget oversight, and improving team workflows

**Director of Demand Generation, North American Fax and Voice**

**August 2018 - March 2019**

- Boosted organic sessions on the website by 30% while improving lead conversions by 85% with Search Engine Optimization (SEO) activities and landing page improvements; achieved the goal of attracting more enterprise clients and enhanced engagement.
- Delivered 274% revenue growth annually for top flagship brands by leading efforts that increased organic search traffic to the website by 45% and improved organic conversion rate by 30% using best practices.
- Owned departmental data reporting and managed a team responsible for interpreting business analytics and providing visualization services to executive leadership via PowerPoint presentations, ensuring the accuracy and integrity of performance metrics.

**Associate Director, Marketing**

**May 2015 - August 2018**

- Produced and led regular briefings for the executive team, recruited top-performing technical marketing team, conducted training sessions, ran leadership programs, and provided mentoring.
- Improved e-commerce conversion rate by 110% and average lifetime value (LTV) from \$227 to \$390 for flagship SaaS brand by directing Conversion Rate Optimization (CRO) efforts, such as A/B testing.
- Increased revenue by 386% from MyFax email campaigns by improving collaboration with the in-house product marketing team and leading efforts to optimize email automation.

**Senior Manager, Web Marketing**

**July 2013 - May 2015**

- Analyzed market trends to provide insights and leveraged tools such as Tableau, Power BI, and Google Analytics to increase reporting transparency and aid in brand management and strategic decision-making.
- Oversaw the management of influencers and the creation of written communications, such as white papers and webinars directed at global sales support.
- Established relationships spanning cross-functional teams to develop collaborative solutions with Engineering, Creative, Legal, and Finance.

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## ONEWEST BANK

PASADENA, CA

### Manager, Web Design and Development

October 2010 - June 2013

- Boosted traffic 220%+ with effective search engine optimization (SEO) campaigns.
- Reduced outbound direct mail cost by \$1.2M annually by developing an innovative solution that converted paper campaigns to email.

### Lead Web Developer

November 2009 - October 2010

- Lowered webpage load times over 55% by streamlining images, stylesheets, and JavaScript.
- Led a team of 4+, including a copywriter, graphic designer, and web developer.

### Web Developer

February 2009 - November 2009

- Segmented email lists, designed creatives, and blasted to over 60,000 recipients weekly.
- Created graphics and landing pages for necessary campaigns.

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## CUSTOM PERSPECTIVE DESIGNS

MONTROSE, CA

### Head of Marketing & Co-Founder

March 2001 - March 2009

- Customer retention rate exceeded 90% even after an economic downturn due to high customer satisfaction with services and campaign results.
- Implemented innovative customer acquisition strategy through existing customer base and grew client ROI multiple-fold, creating loyal customers throughout the agency's lifetime.
- Provided leadership and oversaw project execution for a team of 8+, successfully managing 50+ clients.

## SKILLS

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**Industry Knowledge:** Global Marketing Strategy & Planning, Brand Management, Digital & Traditional Channels, Integrated Marketing, Software-as-a-Service (SaaS) Marketing, Business-to-Business (B2B) Marketing, Business-to-Consumer (B2C) Marketing, Data-Driven Approach, Demand Generation, Lead Generation, Campaign Management, Social Media Marketing, Budget Management, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Email Marketing, Conversion Rate Optimization, Web Development, Web Design, Project Management Skill

**Professional Competencies:** Cross-functional Team Management, Team Development Skills, Leadership Experience, Detail Oriented, Creative & Strategic Thinking, Strong Analytical Skills, Problem-Solving, Customer-Centric, Efficient Multitasker, Presentation & Organization Skills, Relationship-Building, Entrepreneurial Spirit

**Tools & Technologies:** Salesforce, Impact Radius, HubSpot, WordPress, Google Analytics, Optimizely, VWO, AB Tasty, Hotjar, LinkedIn Sales Navigator, Adobe Photoshop, Meta Business Suite, Google Optimize, Asana, Google Adwords, Google Search Console, Cloudflare, Bing Webmaster Tools, Amazon Seller Central, Amazon FBA, Canva, Artificial Intelligence (AI), ChatGPT, Figma, Mail Chimp, Hootsuite, SEMrush, Ahrefs, Slack, Google Suite

**Languages:** English, Armenian, Romanian, (Basic) Spanish

## EDUCATION

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### Master's degree, Business Administration and Management

California State University-San Bernardino

San Bernardino, CA

### Bachelor of Science, Computer Information Systems & Electronic Business

California State Polytechnic University-Pomona

Pomona, CA

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