

EVAN THOMAS

www.evanthomas.me/about | evanthomas1@gmail.com

EXPERIENCE

Digital Production Coordinator - Annenberg Foundation / Explore

June 2016 - Present

- Manage \$40K/month AdWords budget. Decreased bounce rate through optimized ad copy and better targeting by 18% in 2 months. Analyze competitor ads, backlinks, page copy.
- Developed and implemented plan for SEO. Increased organic visits by 40% in 6 months. Research keywords in SEMrush, write page copy, meta descriptions, seek backlinks from publishers.
- Work directly with engineering team for technical SEO implementation: sitemaps, canonical links, page titles etc.
- Responsible for analytics reports both internally and externally with publishing partners.
- Create content, oversee and run several YouTube channels. Buy Facebook ads, create lookalike audiences and contribute to page with 8.6M followers.

Production Coordinator - Freelance TV Commercials

February 2015 - June 2016

- Created pre-production books, secured shooting locations, booked talent, managed freelancers, hired vendors, coordinated transportation to assure productions ran smoothly and under budget.

Business Development Manager - Graphiq (acquired by Amazon)

March 2013 - April 2014

- Established lucrative partnerships with top publishers, oversaw the creation of white-labeled platforms for their web domains. Liaison between our engineering team & client's product team.
- Co-developed a new strategy and sales team to build relationships with the biggest ad agencies and brands in the US.
- Administered revenue and traffic reports in Excel. Analyzed data from Google Analytics, WMT and DFP to discover trends in traffic, ad copy, SEO and microsite performance.

Business Development Associate - Graphiq (acquired by Amazon)

March 2012 - March 2013

- Secured data partnerships to help the product team build nationwide directories that led to 300K+ new visitors to our site per month.
- Cold-called SMBs, publishers and manufacturers in order to get them to supply data for our site.
- Created, managed and grew social media accounts for the three verticals.

Founder & Publisher - MDRN Media LLC / Travelgrom.com

2011 - 2016

- Created one of the top resources for music festival news, reaching 75K+ visitors/month during festival season. Responsible for creating content, SEO, UI/UX design and ad sales/trafficking.
- Managed freelance writers and contributors. Created engaging, unique, SEO-optimized content to achieve top rank in SERPS for competitive keywords.
- Established affiliate marketing relationships with festival ticketing companies.
- Ran campaigns through Facebook, Snapchat Advertising and AdWords.

EDUCATION & SKILLS

University of California, Santa Barbara

Graduated: Spring 2012

- BA, History of Art & Architecture: Environmental Emphasis. GPA: 3.66 | Dean's Honor List
- UCSB School of Engineering - Technology Management Program Certificate
- For complete list of skills, experience & portfolio, please visit <http://www.evanthomas.me/about/>