

EVANN WARNER

Product Manager

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EDUCATION

Western Washington University | Expected Graduation Dec 2026

- **MBA (Masters of Business Administration)**
 - **Integrated Business Strategy:** Developing a comprehensive foundation in Finance, Statistics, Marketing, Management, and Accounting to drive data-informed organizational growth.
- **(IRS) VITA Program Manager - Graduate Assistant Position**
 - Directing the university-hosted VITA program by overseeing a team of IRS-certified volunteers and managing end-to-end clinic operations. Responsible for ensuring strict adherence to IRS compliance and quality standards while facilitating communication between university stakeholders and the local community.

AMA Certified Digital Marketing Professional | American Marketing Association & Digital Marketing Institute | 2022

PROFESSIONAL SKILLS

Marketing & Campaign Management

- Campaign strategy & execution (email marketing, digital, event marketing)
- Performance analysis & optimization (Google Analytics, SEMrush)
- Go-to-market strategy & product positioning
- Lead generation & inbound marketing
- Trade show & event marketing

Technical & Platform Expertise

- **CRM & Email Marketing:** HubSpot, Salesforce, MailChimp, Klayvio, WordPress
- **Analytics & Reporting:** Google Analytics, SEMrush, Claude AI
- **Creative Content & Design:** Adobe Photoshop, Illustrator, InDesign, Canva, GenAI

Business & Communication

- Client relations, cross-functional collaboration, project management
B2B & B2C business experience
Advertising & branding

Languages

- **English** (Native)
- **Spanish & Japanese** (Business Fluent)

PROFESSIONAL EXPERIENCE

Consumer Experience Marketing Manager

HICC Pet America | Nov 2023 – Oct 2024

- Implemented Bazaarvoice sampling program, distributing sample products to a targeted group to gain reviews, increase brand awareness, and product credibility.
- Designed and executed multi-channel outbound marketing campaigns, including email automation workflows in HubSpot to drive lead generation and customer engagement.
- Improved customer retention rate by 200% in email marketing
- Increased our email open rate from 6% to 20% for Pet Parent Month quarterly campaign.
- Content creation: email marketing, print advertisements, graphic design, event props
- Launched quarterly omni-channel advertising campaigns across digital ecommerce and retail platforms.
- Managed creative content production, overseeing approvals, revisions, and distribution for promotional campaigns and brand activations.
- Led trade show marketing efforts, creating pre-event email campaigns, on-site activations, and post-event engagement strategies to maximize ROI.
- Worked cross-collaboratively with international teams to align marketing strategies, executing strategies across global markets

Marketing Project Manager (Contract)

Amazon Business | Feb 2023 – Jul 2023

- Project managed the Amazon Business Back to School campaign launch, driving an estimated \$47MM in revenue through strategic marketing, website design, and vendor partnerships.
- Managed end-to-end campaign execution, including asset development, stakeholder approvals, and performance tracking to optimize engagement.
- Partnered with cross-functional teams, including design, content, product, and engineering, to align campaign execution with business goals and enhance customer experience.
- Developed a streamlined creative asset translation and localization process using TransPerfect, ensuring accurate translations across international markets.
- Improved on-site merchandising and the Amazon Business storefront through data-driven wireframe development and content optimization.

Digital Marketing Specialist / Microsoft Account Manager

Delightful Communications | Oct 2021 – Feb 2023

- Managed B2B marketing initiatives for Microsoft, including SAP partnerships, Azure webinars, and NVIDIA collaborations, ensuring successful campaign execution.
- Led cross-functional projects, aligning marketing teams, internal and external stakeholders, and designers to create cohesive messaging and brand-aligned deliverables.
- Gained over 10,000 impressions for the Women in Tech blog series.
- Managed content production for social media, email campaigns, and event marketing
- Conducted campaign QA to verify email deliverability, link accuracy, and overall campaign performance before deployment.

ADDITIONAL EXPERIENCE

- **Communications Specialist (Contract)** – Starbucks | Jun 2021 – Oct 2021
- **Digital Marketing & PR Specialist** – Three Girls Media Inc. | Mar 2020 – Jun 2021
- **English Communications Teacher** – Yokohama Japan Board of Education | Mar 2017 – Dec 2019

EDUCATION CONTINUED

University of Washington

- **Bachelor of Integrated Social Sciences** (Concentration: Communications & Marketing) – Graduated 2016

Temple University Japan

- Studied Communications & International Business (Study abroad in Tokyo, Japan) | 2014–2015

Bellevue College

- **Associate of Arts & Science** – Graduated 2014