

Keanu Evans

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PROFESSIONAL SUMMARY

Digital marketing professional with 8+ years of experience across SEO, content strategy, CRM workflows, website content, analytics, and campaign support. Background spans financial services, local business marketing, nonprofit work, and fast-paced operations environments. Builds digital systems that improve visibility, strengthen lead capture, support audience growth, and connect execution to measurable outcomes. AI-enabled marketer experienced in using generative AI tools to improve research, content workflows, and production efficiency.

CORE COMPETENCIES

Digital Marketing | Search Engine Optimization (SEO) | Local SEO | Content Strategy | Content Management | Website Content | Email Marketing | Copywriting | Editorial Planning | Campaign Execution | CRM Workflow Management | Lead Nurturing | Google Analytics 4 | Conversion Tracking | KPI Reporting | Performance Reporting | Marketing Automation | Generative AI Workflows | Prompt Engineering | Webflow | Notion | Mailchimp | Bonzo CRM | Monday CRM | Surefire CRM | Canva | CapCut | Zapier

PROFESSIONAL EXPERIENCE

The Mortgage Link, Inc. — Remote

Loan Partner | Feb 2026–Present

- Support branch marketing operations through content coordination, campaign support, workflow organization, and day-to-day execution in a compliance-sensitive environment.
- Help manage pipeline communication and documentation flow across the loan process, supporting borrower follow-up and internal coordination from intake through closing.
- Contribute to structured execution across marketing and production workflows where responsiveness, accuracy, and follow-through affect both borrower experience and business activity.
- Support a cross-functional team environment that connects marketing coordination with active pipeline management and client communication.

Amres Corporation — Remote

Loan Officer Assistant (Marketing & Operations) | Nov 2024–Feb 2026

- Led branch marketing execution across content, email, and social to support first-time buyer and investor education.
- Built a pillar-based SEO content hub to strengthen organic discovery and improve lead capture pathways.
- Developed content strategy, campaign themes, and publishing cadence while helping structure CRM workflows in a compliance-sensitive environment.
- Managed lead follow-up and communication workflows using Bonzo CRM, Monday CRM, and Surefire CRM to support more consistent pipeline communication.
- Supported borrower experience and internal coordination through scheduling, communication, and documentation flow aligned with lending guidelines.

NEXUS Media — Miami, FL

Founder & Digital Media Producer | Oct 2024–Present

- Lead digital marketing strategy, local SEO, and content systems for service-based clients.
- Supported measurable business growth through Google Business Profile optimization and CRM implementation, contributing to 11,134 profile views, 288 calls, 473 direction requests, 668 website clicks, 268 new customers, and approximately \$175K in 2025 sales while expanding review volume to 300+ 5-star ratings.

- Built scalable short-form content workflows, producing 20+ client shoots in 2025 and generating 100K+ Instagram views and 16,249 accounts reached in 90 days.
- Use AI-assisted workflows to support ideation, content development, and production efficiency across digital marketing deliverables.
- Manage end-to-end content execution across creative direction, publishing workflows, and basic performance tracking.

The Glory Foundation, Inc. — Remote

Volunteer Marketing & Media Producer | May 2024–Present

- Lead website development and content strategy, publishing 18 blog posts in 2025 and contributing to 366 active users, 187 new users, and 4.73K tracked website events.
- Produce mission-based digital media content, including 9 YouTube videos and photo/video coverage of the 2024 Senegal initiative to support storytelling, outreach, and audience engagement.
- Organized content production and publishing workflows to improve consistency, asset access, and execution across initiatives.
- Built an internal Notion workspace to centralize operations, content planning, and media management.

Veho Technologies — Philadelphia, PA

Lead, Ground Operations | Mar 2023–Mar 2024

- Led shift-level ground operations for last-mile delivery launches and sorts in a fast-paced logistics environment, coordinating cross-functional teams and driver partners to support safe, efficient execution.
- Managed operational changes, reroutes, and real-time workflow issues using technology platforms to keep daily operations moving and resolve time-sensitive logistical challenges.
- Assessed operational needs in real time and worked cross-functionally to maintain service continuity, prioritize safety, and support successful shift performance.
- Built transferable strength in execution, workflow discipline, and problem-solving under pressure.

Amres Corporation — Trevese, PA

Marketing Administrator | May 2017–May 2021

- Supported marketing and administrative functions across content, CRM organization, and day-to-day workflow coordination in a financial services environment.
- Assisted with marketing materials, content updates, and internal support tasks that helped keep campaigns, communications, and team priorities organized.
- Worked with CRM and marketing tools to support contact organization, follow-up processes, and general marketing operations.
- Contributed to a structured, compliance-sensitive business environment where accuracy, organization, and responsiveness were important to execution.

EDUCATION

Temple University, Fox School of Business

Bachelor of Business Administration, Marketing

Minor in Finance | Expected Fall 2026

CERTIFICATIONS

Google Analytics Certification, Google Skillshop

HubSpot Academy: Content Marketing, SEO, SEO II, Social Media Marketing, Social Media Marketing II, Digital Advertising

AI Literacy Professional, Credly / Pearson

Understanding CRMs and Their Impact on Businesses, SmartFox Technologies

Mortgage advertising and compliance training, Knowledge Coop