

KEANU EVANS

DIGITAL MARKETING SPECIALIST | MARKETING OPERATIONS | SEO | MARKETING ANALYTICS

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PROFESSIONAL SUMMARY

Digital marketing specialist with hands-on experience across marketing operations, search engine optimization (SEO), content, CRM workflows, Webflow, and performance analytics in financial services, local business, and nonprofit environments. Uses generative AI and automation across research, content planning, QA, documentation, monitoring, and process improvement. Earlier experience in customer service, sales, and logistics provides a practical understanding of the full customer journey - from discovery and lead capture through follow-up and execution.

CORE SKILLS & TECHNOLOGY

Digital Marketing: Marketing Operations | Search Engine Optimization (SEO) | Local SEO | Content Strategy | Email Marketing | Social Media Marketing | Website & CMS Management | Lead Generation

Analytics & Systems: Google Analytics 4 (GA4) | Google Search Console (GSC) | Google Tag Manager (GTM) | Conversion Tracking | Performance Reporting | Customer Relationship Management (CRM) | Lead Nurturing | Marketing Automation | Webflow | Surefire CRM | Monday CRM | Mailchimp

AI & Automation: Generative AI | Prompt Engineering | AI Workflow Design | ChatGPT | Gemini | Microsoft Copilot | Zapier

PROFESSIONAL EXPERIENCE

The Mortgage Link, Inc. | Remote | Part-time

Feb 2026-Present

Loan Partner (Marketing & Lending Operations)

- Built and launched a consumer mortgage website in Webflow, implementing SEO architecture, Google Analytics 4, Google Tag Manager, Google Search Console, and conversion tracking to establish a measurable foundation for ongoing organic visibility and conversion reporting.
- Managed an organic LinkedIn content program that generated 16.8K impressions, 209 engagements, and 99 new followers from February-August 2026.
- Design AI-assisted workflows for research, content planning, market monitoring, documentation, quality review, and process improvement, with human oversight for accuracy and compliance-sensitive work.
- Build and improve marketing operations across content planning, lead magnets, CRM workflows, approval processes, performance reporting, and internal documentation while supporting borrower communication and pipeline coordination from intake through closing.

NEXUS Media | Miami, FL | Freelance

Oct 2024-Present

Founder & Digital Marketing Strategist

- Maintain a select freelance practice across local SEO, content strategy, websites, CRM workflows, creative production, and performance reporting for service-based clients.
- Built and managed a local search system that generated 1,826 Google Business Profile interactions from February-July 2026, including 365 calls, 473 direction requests, and 988 website clicks.
- Built repeatable short-form content workflows and completed 20+ client shoots in 2025; client content generated 100K+ Instagram views and reached 16,249 accounts during a 90-day reporting period.
- Built a responsive Webflow website for BHG Mortgage Lending with SEO foundations, analytics tracking, and focused lead paths. Google Search Console recorded approximately 16K impressions and 43 organic clicks from April-July 2026.

Amres Corporation | Remote | Full-time

Nov 2024-Feb 2026

Loan Officer Assistant (Marketing & Operations)

- Expanded beyond traditional loan-assistant responsibilities into branch marketing execution across social media, email, educational content, and print and digital collateral.
- Built a pillar-based SEO content hub with 10 core pages and 10 supporting pages designed as a structured foundation for mortgage-related organic search content.
- Developed campaign themes, content plans, publishing workflows, and internal marketing resources; built a Notion workspace to centralize processes, content planning, and team documentation.
- Used Surefire CRM as the primary platform for lead communication and follow-up, with additional exposure to Monday CRM, while supporting borrower communication and pipeline coordination.

Veho Technologies | Philadelphia, PA | Full-time

Mar 2023-Mar 2024

Lead, Ground Operations

- Led operational teams of 20+ people and supported 400+ driver partners across high-volume last-mile delivery operations.
- Used logistics technology platforms to manage reroutes, operational changes, and real-time delivery issues while coordinating cross-functionally to maintain safety and service continuity.

BHG Mortgage Lending | Fairless Hills, PA | Full-time / Hybrid

2021-2022

Loan Officer Assistant (Investor Marketing Support)

- Created print and digital marketing collateral for DSCR, hard money, bridge, and other real estate investor loan products.
- Developed presentations and supporting materials for seminars, educational events, and borrower or referral-partner communication; assisted with event preparation and priority projects for the branch manager.

Amres Corporation | Trevose, PA | Full-time

May 2017-May 2021

Marketing Administrator

- Served as a core marketing resource for a mortgage organization, supporting loan officers with onboarding, CRM adoption, content, presentations, and campaign execution.
- Helped lead marketing onboarding for new loan officers, training them on available tools and resources and assisting with platform setup and adoption.
- Helped administer the company CRM and supported campaigns, contact organization, marketing workflows, social media content, presentations, and print and digital collateral.

VOLUNTEER MARKETING & MEDIA EXPERIENCE

The Glory Foundation, Inc. | Remote

May 2024-Present

Digital Marketing & Media Producer (Volunteer)

- Manage the nonprofit's website and digital presence across Instagram, Facebook, LinkedIn, and YouTube, overseeing content publishing, channel management, and performance measurement.
- Published 38 blog articles; shot, edited, and published 12+ videos, including 10 YouTube productions; and captured hundreds of photographs documenting programs, events, and community impact.
- Supported organic visibility with 24.5K Google Search impressions and 683 clicks during a 16-month reporting period; GA4 reporting beginning in October 2024 recorded 2.8K views, 706 active users, and 523 new users.

The Block Church | Philadelphia, PA | Volunteer

May 2025-Nov 2025

Camera Operator, Broadcast Team

- Operated Blackmagic Design cameras during live services and events, following production cues and collaborating within a multi-camera broadcast environment.

ADDITIONAL OPERATIONS & CUSTOMER EXPERIENCE

Amazon | Bucks County, PA | Full-time

2019-2022

Return to Station (RTS) / Debrief Associate

Progressed from Warehouse Associate into last-mile debrief and RTS responsibilities, reconciling delivery exceptions, processing returned packages, and coordinating with delivery drivers and Delivery Service Partners (DSPs).

FirstService Residential | Miami Beach, FL | Full-time

2015-2017

Front Desk Manager

Managed resident and guest service, access procedures, issue resolution, and day-to-day front desk operations across multiple residential properties.

Earlier experience: Shift Supervisor, RS Parking & Valet Services | Beach Attendant, Blufin Beach Club | Flag Football Coach, Michael-Ann Russell JCC | Valet Attendant, Towne Park | Outside Sales Representative, Rockwell Marketing | Shift Lead, Dairy Queen

EDUCATION

Temple University, Fox School of Business | **B.B.A. in Marketing** | **Minor in Finance** | **Expected Fall 2026**

CERTIFICATIONS & TRAINING

Google Analytics Certification | HubSpot Academy: Content Marketing, SEO, SEO II, Social Media Marketing I & II, Digital Advertising | AI Literacy Professional | Understanding CRMs and Their Impact on Businesses | Mortgage Advertising & Compliance Training