KEANU EVANS

DIGITAL MARKETING SPECIALIST | CAMPAIGN STRATEGY | SEO & WEB | CRM & MARKETING SYSTEMS

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PROFESSIONAL SUMMARY

Digital marketing specialist experienced in Webflow websites, SEO, content, and analytics across financial services, local businesses, and nonprofits. Uses GA4, Search Console, Tag Manager, and AI-assisted research and quality review. Earlier CRM experience includes user setup, contact imports, campaign setup, troubleshooting, and training.

CORE SKILLS & TECHNOLOGY

Campaign Strategy & Execution | Content strategy, social media, campaign planning, publishing, and reporting

SEO & Web | Search engine optimization (SEO), local SEO, Webflow, CMS management, GA4, Google Search Console, Google Tag Manager, conversion tracking

CRM & Marketing Systems | Surefire CRM, contact imports, user setup, campaign setup, troubleshooting, training, Notion, generative AI (ChatGPT, Gemini, Microsoft Copilot)

PROFESSIONAL EXPERIENCE

The Mortgage Link, Inc. | Remote | Part-time **Feb 2026–Present**

Loan Partner (Marketing Focus)

- Built and launched Anne King's Webflow mortgage website, developing audience-based content architecture, on-page SEO, two borrower resources, and GA4, Tag Manager, and Search Console measurement.
- Managed Anne King's organic LinkedIn content program, which recorded 19,010 impressions, 269 engagements, and 117 new followers from February 1 to September 22, 2026.
- Use AI-assisted workflows for research, content planning, and market monitoring, with human review for accuracy.
- Manage content planning, publishing coordination, and performance reporting for the branch's website and social media.

NEXUS Media™ | Miami, FL | Freelance **Oct 2024–Present**

Founder & Digital Marketing Strategist

- Deliver freelance websites, local SEO, content strategy, creative production, and reporting for service-based clients.
- Built BHG Mortgage Lending's Webflow investor website and implemented GA4/GTM tracking to distinguish successful financing-inquiry submissions from newsletter signups and navigation clicks.
- Analyzed BHG search queries and landing pages to separate ambiguous brand visibility from investor-financing searches and prioritize commercial-page SEO and inquiry-path improvements.
- Optimized the Google Business Profile for Our Legacy Hair Salon & Barbershop. The profile recorded 2,061 interactions from April through September 2026, including 403 calls, 584 direction requests, and 1,074 website clicks.
- Built repeatable short-form content workflows and completed 20+ client shoots in 2025. Short-form content recorded 100K+ Instagram views, and account analytics showed 16,249 accounts reached over 90 days.

Amres Corporation | Remote | Full-time **Nov 2024–Feb 2026**

Loan Officer Assistant (Marketing & Operations)

- Ran branch marketing across social media, borrower education, and print and digital collateral.
- Built a 20-page mortgage SEO hub with 10 core pages and 10 supporting pages.
- Built a Notion workspace for campaign planning, publishing workflows, and team documentation.
- Used Surefire CRM 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.
- Resolved delivery exceptions and reroutes using logistics platforms, coordinating teams to maintain 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 materials for seminars, educational events, and borrower and referral-partner communications. Supported event preparation and priority projects for the branch manager.

Amres Corporation | Trevose, PA | Full-time **May 2017–May 2021**
Marketing Administrator

- Set up Surefire CRM users, imported contact data, and configured campaigns to support loan-officer onboarding and marketing execution.
- Troubleshot CRM issues and trained loan officers on platform tools and workflows. Supported 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)

- Built the nonprofit's website and created a publishing workflow for web and social content. Maintain the site and monitor performance in GA4 and Google Search Console.
- Published 38 blog articles, produced 12+ videos including 10 YouTube productions, and captured hundreds of photographs documenting programs and community events.
- Tracked 25,274 Google Search impressions and 698 organic clicks from May 20, 2025, to September 19, 2026. 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 to last-mile debrief and RTS, reconciling delivery exceptions and processing returns with 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