

# LIANA EVANS

2505 Hunsberger Drive, Limerick, PA 19468 :: H: 610-480-8974

blog: SearchMarketingGurus.com ::: website: www.lianaevans.com ::: e: liana@ptd.net

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## PROFESSIONAL TRAINING

- Search Engine Strategies 2007-2009 (present)
  - Social Media Strategies & Fundamentals
- Online Media Boot Camp 2009
  - Social Media Fundamentals

## PROFESSIONAL SPEAKING

- Search Engine Strategies 2005-2009 (present)
  - NYC, San Jose, Toronto, Chicago, London
  - Social Media, Video Optimization, SEO
- Search Marketing Expo 2007-2009 (present)
  - NYC, San Jose
  - Social Media, Video, SEO

## PROFESSIONAL SKILLSET

### *Search Engine Optimization (SEO)/Search Engine Marketing (SEM).*

- **Online Marketing Strategy:** Broad knowledge in all aspects of online marketing. Wide-ranging ability to create extensive online media strategies that utilize all aspects of online marketing as well as tie in offline efforts as well.
- **Social Media & Conversation Marketing:** Extensive background into Social Media and its use in Online Marketing. In-depth knowledge into utilizing the right types of social media for different types of clients and market spaces and creating successful strategies for corporate clients.
- **Web 2.0:** In-depth knowledge and experience of various Web 2.0 technologies and their relationships to Online Marketing strategies, Social Media and Search Marketing. Experience in leveraging Web 2.0 for corporate marketing efforts for projects and websites.
- **Word of Mouth Marketing:** Experience in creating & managing online word of mouth marketing campaigns. Seeding the online communities with creative information about products, services & brands in order for the “word to spread.”
- **Blogs:** Deep knowledge of search marketing uses of Blogs & RSS Feeds. Strategy for the creation of blogs as well as implementation and launch. In-depth knowledge of both marketing and technical aspects of blogs & platforms.
- **SEO:** Expert in all aspects of search engine marketing – natural search optimization. In depth knowledge of ethical techniques accepted by major search engines Google, Yahoo, MSN, and ASK. Fluid understanding of what changes to websites can affect rankings within the Search Engines for key words. Deep understanding of the affects of Universal
- **Content Optimization:** Expert in content optimization of all types. Thorough understanding of how the new integration of vertical search engines affect on the following content areas: Text, News, Images, Video, Audio & Products
- **Online Reputation & Brand Management:** In-depth knowledge of online reputation and brand management by monitoring various outlets such as search engines, blogs, social communities. Expert in optimizing press releases for the web to maximize the exposure for the subject matter of the press release.
- **Web Analytics:** Extensive knowledge of web traffic analytical software such as Ominture, Google Analytics, Coremetrics, Webtrends, Urchin, etc. Thorough understanding of analyzing data reports for SEO, PPC, Shopping Engines, etc.
- **PPC:** Managed paid search marketing campaigns in Google Adwords, Yahoo/Overture & MSN. In-depth understanding of CTR & ROI. Experienced in banner ads & display advertisement along with link & media buying.

### *Technical: Database, Web Development, Software & Languages*

SQL Server administration & development. Oracle 8i, SQL \*Plus Script, Oracle Designer 2000, PL/SQL, Microsoft Access, Dbase & DB2. Creation & Analysis of data models, diagrams, configurations, redundant data, & crosswalk tables. DreamWeaver MX, Flash MX, Visual Interdev, & Cold Fusion Studio. Experienced with: MS Visio. Microsoft Office & Project, Adobe Photo Shop, Adobe Premiere Pro (CS4). Visual Basic, VB.NET, ASP, Cold Fusion, SQL, PL/SQL, T-SQL, XML, HMTL, Java Script, VB Script, CGI, Perl.

## EDUCATION

- **B.A. Major:** Information Systems **Minor:** Public Relations  
**Susquehanna University**
- **A.A. Major:** Mass Communications, Public Relations/Print Media  
**Pennsylvania College of Technology**
- **Diploma** - Computer Technologies **South Schuylkill Vo-Tech**
- Microsoft Training – 2000 - **SQL Server 7.0 Database Admin**

- WebMaster World Pubcon 2007-2009 (present)
  - Social Media, Video SEO
- IM Broadcast’s Spring Break- 2009
  - Social Media
- SearchCamp Philadelphia 2008
  - Social Media, SEO, Video, Online Marketing

## PROFESSIONAL WRITING

- SearchEngineWatch.com
- InformIT.com
- SearchEngineGuide.com
- SearchMarketingGurus.com

- **VB.NET Training** – 2002 - New Horizons – Custom course
- **Schuylkill Leadership** – 2003 – Schuylkill County Chamber of Commerce
- **Dale Carnegie** – 2003 – 12 Week Course
- QVC Specific Training 2005, 2006 – **Intro to Merchandising, Intro to Statistics & Analysis, Strategic Influences**

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## **WORK EXPERIENCE**

### **KeyRelevance**

**August 2007 to Present**

**Director of Internet Marketing.** Plan strategy and implementation for all search engine optimization, social media, and word of mouth marketing clients. Manage technical efforts for creating feeds for products, videos and all forms of content. Responsible for creation and optimization for online Public Relations efforts for clients. Document, present plans and strategies for clients. Research market space for each client for competitors and realistic possibilities of gaining market share. Suggest new plans for clients to attain greater share of their market space online. Responsible for additional content optimization strategies for clients in areas such as images, videos, products, blogs, etc.

### **Commerce360, Inc.**

**June 2006 to August 2007**

**Online Marketing Manager, Natural Search, Social Media, Word of Mouth Marketing.** Plan strategy and implementation for all natural search optimization for all clients. Manage efforts for shopping comparison engines, and media buys. Plan, strategize and implement social media and word of mouth marketing projects. Document, present plans and strategies for clients. Research market space for each client for competitors and realistic possibilities of gaining market share. Suggest new plans for clients to attain greater share of their market space online. Responsible for additional content optimization strategies for clients in areas such as images, videos, products, blogs, etc.

### **QVC, Inc.**

**January 2005 to June 2006**

**Online Marketing Manager, Natural Search.** Manage all aspects of Natural Search Optimization for QVC.com, a multi-channel retail internet e-commerce shopping site. Manage efforts to remove the framing architecture from the website, as well as handling all optimization tagging for the web pages created for the website. Established best practices and training procedures for future search optimization efforts. Create/Review/Edit all NSO copy being created for new and existing pages on QVC.com. Managing several teams from copywriters to programmers to ensure the Natural Search Optimization efforts are an established process. Created XML sitemap files of product detail pages, to ensure spider crawls to essential pages of QVC.com.

Sponsored & managed several successful key holiday (2005) projects that gave QVC.com the opportunity to take advantage of natural search despite the framing architecture of the site. Several brands and departments experience over 500% increase in sales, and over 700% in traffic, compared to the 2004 holiday season.

Managed paid search marketing campaigns in Google Adwords, Yahoo/Overture & MSN for Electronics department on QVC.com. Handled promotional search marketing efforts for new brands and new departments in the electronics arena. Analyzed campaigns for effective ROI, and effectiveness of bring in new customers to QVC.

### **CrossRoads Multi-Media**

**May 2002 to May 2005**

**President, Owner.** Run all aspects of a search engine optimization / web / multi-media start up firm. Consult with clients about website projects (creation/redesign), search engine optimization, e-commerce initiatives, database design, advertising & marketing on the web. Create & maintain ASP, Cold Fusion dynamic sites with SQL or Oracle database backends. Offer instructional services to companies and schools in web design, HTML, Database Design and web/search marketing. Search marketing efforts for clients websites, including e-newsletters, email campaigns, affiliate programs, pay for click campaigns, content placement campaigns.

### **Schoeneman Corporation, Empire Beauty Schools**

**April 2003 to February 2004**

**Senior Visual Basic Programmer .** Responsible for maintaining a Point of Sale system for 32 beauty schools using Visual Basic, Crystal Reports, MS Access and MS SQL Server. Utilize SQL Server to create XLS and Crystal Reports extracts for downloading. Coding bug fixes, developing enhancements, deployment and training of new version of the POS. Generate reports utilizing Crystal Reports and MS Word. Handle help desk calls.

### **Schuyl, Inc., Pottsville, PA**

**February 2002 to April 2003**

**Project Manager/Senior Developer.** Responsible for managing all aspects of start up web development firm and its employees. Responsible for attaining sales and management of IT projects – proposals, deadlines, billing. Handled all search engine optimization for client websites. Developed code for websites, databases and custom applications utilizing Visual Basic, Cold Fusion, ASP, Crystal Reports, SQL, etc. Search engine optimization/paid search for company and client web sites as well as pay per click search engine campaigns. Utilize MS Visio to create database, system and website layouts. Search Marketing efforts for client websites, including paid search, email campaigns, electronic newsletters and forum creation.

### **Programmer for PA Government Contracts (contract positions)**

**April 2001 to February 2002**

**Ciber Inc. - Developer – Office of Attorney General, Case Intake System Project.** Responsible for development of Cold Fusion code, JavaScript form validation and custom developed scripts. This project involved integration with File Net and utilized an Oracle 8i database on the back end. Utilized MS Visio to map out database to web features of the project.

**Anteon, Inc. – Technical Team Lead, Database Designer & Senior Programmer.** Lead web based project initiatives (client based & in-house). Responsible for database development & maintenance. Created ASP intranet site for PA State Police to utilize in the Megan's Law enactment, optimized site for internal searches.