

# Clarissa Evans

(541) 505-1793 | evans.clarissalou@gmail.com | www.clarissaevans.com | Portland, Oregon

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## PROFESSIONAL SUMMARY

Curious and entrepreneurial brand and marketing leader with over a decade of experience developing and executing content for integrated campaigns and go-to-market strategies in the fitness and retail fashion industries. Proven success aligning high performing, cross-functional teams, optimizing campaign performance and delivering high-impact digital activations through partnerships and paid media. Passionate about delivering meaningful brand experiences that inspire loyalty and long-term impact.

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## SKILLS

### E-commerce & Digital Performance

*Shopify, Wix, Klaviyo, Mailchimp, Google ads and analytics* - Website and Ecommerce Management, Product Merchandising, SEO, Email Automations, SMS, A/B Testing, Funnel Analysis, Paid Media

### Social Media Marketing & Content Creation

*Canva, Linktree, Hubspot, Hootsuite, Meta* - Content and Calendar Strategy, Seasonal Planning, and Content Creation, Social Media, Blog and Newsletters, Ads, Copywriting, Graphic Design and Editing

### Project Management & Leadership

*\*Currently enrolled in Google Project Management Training Course*

*Excel, Sheets, Powerpoint, Slides* - Cross Functional Collaboration, Timeline Planning, Leadership, Financial & Budget Ownership, Data Analysis & Performance Reporting, Stakeholder Communication

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## EXPERIENCE

### Retail Director of Marketing

Mercantile Portland

Jul 2024 - March 2025

- **Brand Management:** Championed the development and implementation of comprehensive Brand Guidelines across channels, ensuring cohesive messaging, brand storytelling and visual consistency to enhance brand recognition and customer loyalty
- **Collaborative Marketing and Partnerships:** Forged strategic partnerships—including Oregon Ballet Theatre, Domaine Serene Winery, and Woodlark Hotel - to create impactful events contributing to 4% revenue growth year over year
- **E-Commerce and Digital Merchandising:** Owned Shopify site operations and product management, optimizing user experience, product merchandising, and seasonal collections to drive a 17% increase in orders and a 19% lift in conversion rate
- **Digital Lifecycle Marketing:** Led the innovation of the digital marketing ecosystem, spearheading end-to-end seasonal marketing campaigns, incorporating SEO best practices, automating email flows, and optimizing social media strategies, resulting in 33% increase in new ecommerce sales and 51% increase in returning customer sales
- **Integrated Campaign Development:** Executed seasonal, multi-channel campaigns integrating email and SMS automations, paid media, social content, and blog, driving a 110% increase in customer engagement
- **Content Strategy and Management:** Oversaw social media and blog content strategy, ensuring alignment of market trends, consumer behavior and brand identity to increase content production and consistency across channels
- **Cross-Functional Collaboration:** Partnered with creative, sales and buying teams, leveraging sales and marketing data and A/B testing to develop digital merchandising strategies and seasonal campaigns boosting web traffic by 20.8% and email driven sales by 39% year over year
- **Process Improvement and Project Management:** Analyzed digital performance and customer behaviors to established department standards, strategic workflows and optimized operations in email marketing, digital merchandising, and social media
- **Performance Analysis and Stakeholder Communications:** Interpreted performance data and site

analytics across channels for weekly reporting and presentations to stakeholders guiding KPI-lead decision for cross-functioning teams

## Founder | Marketing Director

Revivewell Training Studio

Aug 2016 – Dec 2023

- **Entrepreneurship and Brand Development:** Founded and directed a boutique fitness studio, focusing on brand identity and messaging, and audience connection garnering 5-star reviews across Google, Yelp, and Meta and establishing a strong community of loyal brand followers
- **Business Strategy and Financial Management:** Engineered a compelling business model and managed company budgets and profit and loss analysis consistently achieving 9% revenue growth and 90% client retention rates year-over-year
- **Ecommerce Website Design with CRM:** Designed and launched a user-friendly website integrated with CRM and e-commerce features, generating a steady stream of leads and revenue
- **Digital Marketing and Advertising:** Strategized and applied digital marketing flows, leveraging social media, email, SEM and Google and Meta ads to increase brand awareness and customer acquisition
- **Event Marketing and Strategic Partnerships:** Partnered with renowned brands such as Nike, Under Armour, Marriott and Pahalisch to produce successful events and activations, expanding reach, capturing thousands of email subscribers and converting leads into loyal clients
- **Go-To-Market Strategy:** Initiated targeted digital campaigns, aligning brand values, messaging, content delivery and success metrics to successfully launch new products and services
- **Crisis Management:** Executed targeted digital campaign to streamline systems and reduce friction across platforms pivoting from in-person to online sales during the COVID-19 pandemic, achieving a 95% conversion rate and 11% annual revenue growth

## Department Manager

24 Hour Fitness

Sep 2012 – Mar 2016

- **Leadership and Team Management:** Led four departments of 10–20 team members, optimizing productivity and service quality and implementing coaching programs and Performance Development Plans (PDPs) to improve team efficiency by 11%.
- **Marketing Strategy and Campaign Development:** Developed innovative group training marketing initiative, driving the district's highest monthly enrollment and sales figures
- **Sales and Performance Tracking:** Utilized data-driven insights to monitor and adjust sales strategies to achieve KPIs and contribute to 22% year-over-year growth and record-breaking annual sales
- **Coaching and Employee Development:** Tailored unique coaching programs for my team, enhancing productivity and improving service delivery and client satisfaction

## Training & Consulting Specialist

Bellissimo Coffee Advisors

Feb 2011 – Jul 2012

- **Event Coordination and Tradeshow Marketing:** Executed multifaceted events and trade show exhibits increasing brand visibility and driving lead acquisition and conversions
- **Presentations and Training:** Delivered monthly workshops to global audiences focusing on developing new business best practices in operations, systems, strategy, branding and marketing
- **Distribution Partnerships:** Established and nurtured affiliate and vendor partnerships, optimizing product quality and costs for clients while expanding brand reach and increasing credibility
- **Program Design:** Designed and implemented end-to-end comprehensive training program, guiding hundreds of global entrepreneurs to successful business launch and operation

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## EDUCATION & CERTIFICATIONS

**University of Oregon** — Bachelor of Science in Human Physiology

**Google Ads & Analytics** — Digital Marketing & E-commerce Certified

**Meta** — Certified Digital Marketing Associate

**HubSpot Academy** — Digital Marketing Certified, Email Marketing Certified

**Small Business Development Center** — Advanced Small Business Management