

Clarissa Evans

(541) 505-1793 | evans.clarissalou@gmail.com | linkedin.com/in/clarissa-evans | www.clarissaevans.com | Portland, OR

PROFESSIONAL SUMMARY

Detailed and entrepreneurial digital marketing and ecommerce professional with experience building brands, leading ecommerce and digital growth strategy, and customer journey optimization across retail, fashion and fitness. I thrive at turning consumer insights into strategies and actions that strengthen brands, build loyal customer relationships, and drive growth. By bringing together strategy, creativity, and data, I've solved complex challenges and helped brands connect more meaningfully with the people they serve. Passionate about sport, style, and building meaningful brands that inspire loyalty and long-term growth.

SKILLS

Marketing Strategy:

Audience Strategy and Segmentation, Brand Storytelling, Integrated Campaigns, Funnel Development, Seasonal Go-To-Market, Content and Calendar Strategy, Partnerships, O2O

Digital Analytics & Growth:

SEO, Performance and Paid Marketing, Data Analysis, A/B Testing, Ecommerce and CRM Management, Email and SMS Automations, Digital Merchandising, Customer Journey Optimization

Project Management & Leadership:

Timeline Planning, Leadership and Management, Financial Planning and Budget Ownership, Process Improvement, Performance Reporting - *Currently enrolled in Google Project Management Course*

Tools: Shopify, Google Analytics and Google Ads, Meta Ads, Klaviyo, HubSpot, Asana, Microsoft, Canva, AI

EXPERIENCE

Lead Strategist - Digital Content

American Marketing Association - PDX Agency - *Contract*

Feb 2026 - Present

- **Digital Auditing and Performance Analysis:** Conducted digital channel analysis to identify customer journey, growth opportunities, and content priorities across web, email, social media, and events
- **Audience Segmentation and Funnel Mapping:** Developed audience segments, messaging frameworks, content plans and conversion strategies to guide engagement across decision-makers, funders, and advocates
- **Campaign Strategy and Content Planning:** Led campaign strategy and content plan for the launch of a nonprofit youth-program curriculum to expand club adoption and engagement across the US
- **Account Briefs and Presentation:** Presented strategic recommendations, KPI frameworks and insights to agency stakeholders, driving alignment on launch objectives and marketing priorities

Retail Director of Marketing

Mercantile Portland - Luxury Apparel Retailer

Jul 2024 - March 2025

- **Brand Management:** Championed the development and implementation of comprehensive Brand Guidelines across digital channels, ensuring cohesive messaging, brand storytelling and visual consistency to enhance brand recognition and customer loyalty
- **Lifecycle Marketing and Customer Journey:** Developed full-funnel lifecycle marketing strategies across web, email, social, and in-store touchpoints to acquire, engage, and retain customers, increasing new ecommerce sales by 33%, repeat sales by 51% and engagement by 110%
- **Integrated Seasonal Campaigns:** Planned and executed seasonal go-to-market campaign with

integrated brand content and consumer insights, producing a digital launch and in-store activation with the highest seasonal sales in the company's history

- **Ecommerce and Digital Merchandising:** Owned Shopify site operations and product management, optimizing user experience, product merchandising, seasonal collections and SEO performance to drive a 19% lift in conversion rate
- **Partnerships and Collaborative Marketing:** Forged strategic partnerships including Oregon Ballet Theatre, Domaine Serene Winery, and Woodlark Hotel to create experiential marketing events contributing to 4% year over year revenue growth
- **Marketing Operations and Performance:** Established KPI dashboards, strategic workflows and reporting frameworks that enabled faster decision-making, and continuously optimized performance
- **Cross-Functional Leadership:** Aligned merchandising, buying, creative, and sales teams around customer insights and performance data to inform digital merchandising and seasonal campaigns, increasing website traffic by 21% and email-driven sales by 39%

Founder | Marketing Director

Revivewell - Fitness and Training Studio

Aug 2016 - Dec 2023

- **Entrepreneurship and Brand Development:** Founded, directed and sold a boutique fitness studio, focused on brand identity, messaging, and audience connection, establishing a strong community of loyal followers and garnering 5-star reviews across Google, Yelp, and Meta
- **Business and Marketing Strategy:** Engineered a business model and marketing strategy from the ground up to consistently achieve 9% revenue growth and 90% client retention rate year-over-year
- **Ecommerce Management:** Created a user-friendly WIX website integrated with CRM and ecommerce features, becoming our primary lead generation tool and revenue source from across the nation
- **Digital Automations and Advertising:** Strategized and applied digital marketing flows, leveraging social media, email, and Google and Meta ads to increase brand awareness and customer acquisition
- **Partnership Marketing:** Developed collaborations with renowned brands such as Nike, Under Armour, Expensify, Marriott and Pahalisch to produce successful event activations, expanding reach and capturing thousands of email subscribers, converting leads into loyal clients
- **Tradeshows and Community Events:** Represented the brand at tradeshows, conferences and local events, to increase brand visibility, build lead lists and convert new connections into members
- **Agility and Innovation:** Rapidly transformed marketing, operations, and customer experience from an in-person service model to a digital experience during the COVID-19 pandemic, streamlining systems across platforms to retain 95% of members and increase annual revenue by 11%

Department Fitness Manager

24 Hour Fitness

Sep 2012 - Mar 2016

- **Team Management:** Led four departments of 15+ team members, implementing coaching and performance plans improving service quality and increasing productivity by 11%
- **Marketing Strategy and Campaign Development:** Developed innovative group training marketing initiative, driving the district's highest monthly enrollments
- **Performance Tracking and Sales:** Monitored and adjusted team sales strategies to achieve record-breaking annual sales and contribute to 22% year over year growth

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 (SBDC) — Advanced Small Business Management