

EVAN MICHAEL TRICKETT

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Digital Marketing Leader

Strategic Marketing Leader that specializes in designing and executing digital marketing campaigns with a foundation in sales funnel creation, CRM with data integrity, and brand guidelines that provide sales teams with personalized yet brand-consistent marketing tools. Proficient in constructing comprehensive marketing frameworks from inception, driven by the ability to innovate and build from the ground up. Core competencies include:

- Strategic Planning
- Power BI
- Wordpress
- B2B/B2C Marketing
- Sales Funnel
- Google Analytics
- Lead Generation
- Sales Funnel Development
- Adobe Creative Suite
- Content Marketing
- HubSpot
- Social Marketing
- Data-Driven Marketing Decisions
- Sales/Marketing Automation
- SEO (free organic search)
- SEM & Social (paid ads)
- Go High Level
- Google Ads

HIGH-IMPACT RESULTS

- **Catalyzed \$1.4 Billion in Revenue** by Orchestrating a dynamic mortgage marketing strategy, I crafted key operational documents, built & populated a CRM, and leveraged data mining to amplify brand identity, all while unifying a national sales team with branded social, sales funnels, print, and personalized marketing assets.
- **Fueled a 40% Company Expansion** by deploying strategic analytics and market intelligence, I expanded healthcare operations across five additional states within three months. My approach combined hands-on data analytics, brand development, copywriting, email marketing, landing pages, sales funnels, CRM optimization, and transformative SEO/SEM & social media tactics.
- **Served as a SaaS Startup Strategic Visionary** and elevated the startup by developing a C-level endorsed go-to-market strategy that cut click fraud, Incorporated competitor social follower 'hijacking' tactics, and boosted brand engagement. I compiled a data-rich CRM, built sales funnels, launched targeted SEO and paid social campaigns, all powered by paid lists of contacts for laser-targeted marketing.

PROFESSIONAL EXPERIENCE

EVAN TRICKETT LLC -Consulting Services for B2B & B2C Marketing
Digital Marketing Manager

July 2022 – Present

Cnect: Directed B2B marketing initiatives for a SaaS startup, encompassing copywriting, brand guideline creation, and collateral materials. Engineered and deployed a sales funnel via Go High Level, which included video, landing pages, and segmented drip email campaigns.

Medical Talent: Orchestrated a comprehensive rebranding strategy, which increased business leads and applicant numbers with a new logo, website, and brand identity. Designed and deployed a high-converting website and sales funnel, serving as the project manager, primary creative writer, and technical lead.

North Texas Trailers: Devised and executed an SEO-centric marketing strategy tailored to a retail trailer dealership. Optimized SEM costs, eliminated click fraud, and grew appointment bookings, walk in traffic, and inbound calls by 25% in the first 45 days.

Liberty IV: Devised and executed an SEO-centric marketing strategy tailored to the niche medical care market. I optimized SEM costs, eliminated click fraud, and grew appointment bookings that enabled the opening of a second location within 60 days.

Mack's Fryers: Partnered with a metal fabrication company to expedite a 45-day product launch. Implemented a solid SLA for 99.9% website uptime and strategized a comprehensive two-year marketing blueprint -brand standards, UPC codes, warranty, manuals, innovative packaging, and a market-ready minimal viable product, all geared towards fueling organic and viral website growth that drives revenue.

[Luminoso](#): Led digital marketing on LinkedIn for Luminoso's AI Natural Language Understanding platform. Designed and deployed engaging content, innovative visual concepts, and carousel posts, enhancing brand visibility and engagement.

[Southlake Focus Group](#): Developed a wireframe and MVP for Southlake Focus Group, focusing on an inviting and informative website design with a contagious enthusiasm to engage visitors. This initiative serves as a prime example of my capability to rapidly deploy responsive MVPs to solicit feedback and drive engagement.

BEST CAPITAL FUNDING -National Wholesale Mortgage Lender

March 2020 – June 2022

Analytics & Marketing Director

- **Strategic Communications & Integrated Marketing:** Led and executed the strategic direction for Integrated Marketing Campaigns, including email and social media. Utilized analytical dashboards for real-time measurement, aiding sales reps across 37 states.
- **CRM & Data-Driven Management:** Spearheaded the implementation and administration of a CRM system, focusing on pipeline management, drip campaigns, analytical dashboards, and sales forecasting.
- **Audience Growth & Customer Engagement:** Expanded the direct marketing audience to 6,000 opt-in subscribers through targeted CRM campaigns, aligning with corporate communications and customer engagement objectives.
- **Business Growth & Brand Management:** Contributed to a year-over-year growth of 30%, amounting to \$1.4B in annual mortgage funding, by unifying the marketing strategy across analytics, brand identity, and digital campaigns.
- **Cross-Functional Leadership & Training:** Developed a holistic training strategy that cut client onboarding time by 70%, utilizing online training, job aids, and other instructional materials.
- **Team Productivity & Analytics:** Enhanced the productivity of new Account Executives with data-driven analytical dashboards and training materials, facilitating quicker and more effective decision-making.
- **Pipeline & Process Documentation:** Managed a personal pipeline with a monthly funding of \$60M. Documented and trained the end-to-end process, ensuring scalability and replicability of successful sales strategies.

SUPREME LENDING -National Retail Mortgage Lender

June 2019 – March 2020

Training & Analytics Lead

- **Data-Driven Recruitment:** Increased searchable candidate population by 25% through advanced analytics, focusing on regional market trends and Salesforce CRM updates.
- **Process Efficiency & Standardization:** Enhanced recruiting process efficiency by 45% by establishing standardized candidate presentation processes and forms, adopted across the enterprise.

CONCORD MEDICAL GROUP -Hospital Management Group

June 2015 – May 2019

Analytics & Marketing Manager

- **Strategic Analytics & Market Expansion:** Enabled a 40% company expansion across 5 states by leveraging data analytics and market intelligence tools.
- **Marketing & Outreach:** Boosted candidate pool by 300% using curated databases and public data for targeted campaigns. Leveraged analytics for strategic outreach including blogs, data mapping, video, SMS, and email.
- **KPI Development & Automation:** Established KPIs to gauge the effectiveness of an automated physician onboarding process.
- **Project Launch:** Initiated and completed the launch of a new hospitalist service line within a two-month window.

EDUCATION

Bachelor of Arts, Multimedia Communications

UNIVERSITY OF NORTH TEXAS

VOLUNTEER EXPERIENCE

Committee Chair Scouts BSA

Sept 2017 – Present

Guided 50+ scouts and volunteers in diverse events, including camping and Pinewood Derby. Ensured Scouting.org compliance and led fundraising, leveraging data to enhance program effectiveness and communication. Visit Pack392.org for more.