EASTON EVANS

STRATEGIC BRAND & PRODUCT MARKETING LEADER

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CAREER SUMMARY

Strategic Brand & Product Marketing Leader with 10+ years of experience in developing go-to-market strategies, possessing a strong record of analytical and technical acumen, translating competitive landscape, analysis, and market insights to elevate brand value and deepen engagement.

Core competencies include product positioning, brand strategy, process improvement, audience & customer insights, cross-functional strategies.

SKILLS

Product Marketing: SaaS Strategy – Multi-Segment Positioning – Full-funnel Strategy – Lifecycle Retention & Expansion
Brand Marketing: Cultural Moment Marketing – Brand Content Ecosystem Strategy – Omnichannel Marketing – Data Analytics
Software & Tools: Salesforce (CRM) – Google Search – Meta Ads – LinkedIn Ads – YouTube Ads – Power BI – SQL – Tableau – Python

PROFESSIONAL EXPERIENCE

PRODUCT MARKETING MANAGER **October 2024 – Present**
Lace/Input Output / Austin, TX

- Leads the end-to-end execution of over 10 go-to-market (GTM) product launches—including wallet integrations, multi-chain functionalities, NFT releases, token airdrops, and Bitcoin integration by crafting product roadmaps and defining positioning strategies.
- Spearheads community growth across Discord, Telegram, X, and LinkedIn, increasing engagement by 50,000+ members through organic growth tactics, data-driven engagement strategies, and targeted campaigns that strengthen brand presence and user retention.
- Develops and executes content and growth strategies, producing 15+ educational blog posts and videos, managing $1M+ in paid media spend, and driving a 50% uplift in daily active users (DAU) and 80K+ impressions to position Lace as a leader in Web3/crypto.

SR. DIGITAL PRODUCT MARKETING MANAGER **July 2023 – October 2024**
Lumen / Austin, TX

- Owned the entire lifecycle of the brand's go-to-market (GTM) strategy for three major product launches, collaborating closely with product, design, and sales teams to drive $10M+ in new revenue through sharp market positioning and growth optimization.
- Conceptualized and implemented real-time user sentiment analysis tools across five core products, providing critical insights that informed product development cycles, marketing strategies, and customer engagement initiatives to enhance product-market fit.
- Managed $4M+ in paid media spend across key platforms like Google Ads, Facebook, Instagram, and LinkedIn, optimizing account-based marketing (ABM) programs through detailed KPI analysis including MQL generation, user retention, and click-through rates.

VICE PRESIDENT OF STRATEGIC MARKETING **November 2021 – October 2023**
Carde.io / Austin, TX — Concurrent entrepreneurial venture

- Drove strategic planning, product roadmap development, and community-building efforts for Carde.io's NFT Trading Card Game on Ethereum, successfully resulted in raising $600K in seed funding to accelerate product and market execution within <12 months.
- Executed a robust Go-to-Market (GTM) brand strategy that resulted in over $3M in NFT sales and attracted 50,000+ active global users through narrative-driven product storytelling, innovative community campaigns, and global strategic brand partnerships.
- Built a scalable growth marketing engine by integrating user feedback loops, driving brand awareness, and positioning Carde.io for sustainable long-term expansion within the rapidly evolving NFT and blockchain gaming ecosystems within <6 months of role tenure.

PRODUCT MARKETING MANAGER **July 2022 – November 2022**
Kraken Digital Asset Exchange / Austin, TX

- Directed a team of 12 Coordinators to design and execute end-to-end marketing strategies for a $1.1B cryptocurrency exchange, spanning content creation, influencer marketing, paid media, and A/B testing across Facebook, Instagram, YouTube, and more.
- Supervised the deployment of a $3.5M annual marketing budget, leading the development and implementation of strategic campaigns for major initiatives including the 2023 Super Bowl advertising project, driving brand awareness and market penetration.
- Partnered with internal/external stakeholders including BI, sales, engineering, and creative agencies—to launch data-driven marketing initiatives, utilizing Salesforce, Google Analytics, SQL, Python, and Pardot to optimize targeting, campaign performance, and reporting.

PRODUCT MARKETING MANAGER **November 2020 – July 2022**
Snapchat / Austin, TX

- Oversaw a team of six (6) cross-functional business and marketing professionals including project managers, copywriters, and coordinators to deploy multi-channel marketing initiatives for e-commerce and B2B clients across the Snapchat platform.
- Engineered multi-million digital marketing strategies for top-tier brands such as David's Bridal, Nike, Adidas, Puma, Gucci, Louis Vuitton, Chevrolet, Ford, and Bored Ape Yacht Club, driving revenue growth and visibility through innovative virtual experiences.
- Launched a "virtual try-on" activation for David's Bridal amid COVID-19, generating $3M in revenue and $7M in client sales; partnered with Nike to create a virtual shoe try-on for the Retro Jordan 1, boosting online purchases by 50% and ATC rates by 60% after launch.

DIRECTOR OF ATHLETIC MARKETING **September 2019 – November 2020**
Baylor University / Waco, TX

- Tasked with revitalizing the marketing vertical across 19 athletic teams by strategizing and deploying integrated campaigns, elevating digital marketing efforts, and managing multimillion-dollar ($15M+) budgets to drive fan engagement and enhance recruiting initiatives.
- Supervised cross-functional planning and creative execution for game-day experiences, overseeing promotional activations, fan engagement strategies, and digital content across social and on-site platforms to maximize student and community involvement.
- Orchestrated the end-to-end event and marketing production of ESPN College GameDay's feature against the University of Oklahoma, achieving a McLane Stadium-record attendance of 50,223, exceeding $20M in sales.

SENIOR BUSINESS DEVELOPMENT ANALYST **September 2018 – September 2019**
Galileo Financial Technologies / Salt Lake City, UT

- Established the partnership with the Mexican government under President Andrés Manuel López Obrador's administration to design operational, legal, and marketing frameworks for dispersing financial aid via debit cards, reducing misappropriation of $90M+ in funds.
- Coordinated cross-functional operations and workflows between 4+ teams including technical, marketing, and legal teams to drive seamless program execution; launched 10+ targeted campaigns and upheld a flawless compliance record across all program parameters.
- Executed the integration of 5+ financial channels during program launches, streamlined legal documentation processes to achieve 98% error-free reporting; promoted payment technologies that influenced $2M+ enterprise transactions, earning C-suite awareness.

SENIOR DATA ANALYST **January 2018 – September 2018**
Kodiak Cakes / Park City, UT

- Launched and scaled the company's domestic presence by securing placements across 22 collegiate campuses, personally establishing 14 new accounts through targeted outreach, product sampling events, and contract negotiations with major university athletic programs.
- Accelerated revenue growth by generating $2M in additional monthly sales and contributing $22M in annual revenue; negotiated service terms, administered corporate expansion funds, and managed eight key retail accounts with a focus on client retention and acquisition.
- Integrated 4+ major analytics platforms (GRIN, SPINS, IRI, Power BI) to track market performance and optimize 10+ sales initiatives, achieving a 100% error-free software implementation rate while improving operational efficiencies by 20% within three months.

ACCOUNT DATA MANAGER **August 2015 – January 2018**
Baylor University / Waco, TX

- Consolidated disparate data streams from 5+ independent sources into a single, cohesive system, optimizing data accessibility and reliability while achieving a 100% operational success rate and a 99.9% adherence rate across organization-wide analytics initiatives.
- Formulated and instituted comprehensive data governance policies across 6+ major project initiatives, crafting 25+ standardized procedures for data sharing among upper management, external partners, and C-suite executives to ensure compliant information flow.
- Constructed and facilitated robust training frameworks for data management and analysis across 7+ distinct accounts, designing methodologies to safeguard data adequacy, precision, and legitimacy at every stage of acquisition, storage, and retrieval.

PROFESSIONAL DEVELOPMENT

Data Science Analytics Certified **May 2020**
Sports Management Worldwide

EDUCATION

Master of Science in Data Analytics / Baylor University
Magna Cum Laude, Concentration in Environmental Forecasting, Marketing Minor

Bachelor of Applied Science in Business Management / University of Arkansas
Activities & Societies: Alpha Phi Alpha Fraternity, Inc.