

# Evan Bean

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## EXPERIENCE

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### Podean

2024 - 2025

#### Manager, eCommerce Media / 2024 - 2025

**FOCUS:** Retail E-Commerce Media Strategy & Activation - Amazon DSP, Amazon Sponsored Ads

Responsible for the media performance of a portfolio of e-commerce brands on Amazon and DTC. Collaboration with internal and external stakeholders to ensure media strategy meets forecasted sales goals.

- **Revamped targeting strategy for a luxury home & beauty brand, resulting in YoY H1 Revenue +226% & RoAS +63%**
- Research Amazon shopper behavior and search trends to inform brand & product launch strategies on Amazon.
- Oversee activation and ongoing optimization and budget pacing of Search & DSP campaigns to ensure efficient delivery and effective performance.

### Channel Bakers

2021 - 2024

#### Amazon Account Executive II / 2023 - 2024

*Additional Titles: Account Manager (2021 - 2023), Senior Account Manager (2023), Account Executive (2023)*

**FOCUS:** Retail E-Commerce Media Strategy & Activation - Amazon DSP, Amazon Sponsored Ads, Walmart Sponsored Ads

Responsible for leading a team of six, developing and managing advertising strategies for a diverse portfolio of retail clients. Requires diligent task prioritization and completion, fluency in media strategy and activation, an in-depth understanding of data, and the ability to connect granular metrics to the overall strategy measuring up to client goals.

- **Managed full-funnel advertising strategies for 20+ brands and a collective annual budget of \$25MM+**
- **Revamped strategy and internal processes leading to a 50% rise in sales and 23% higher RoAS on Amazon DSP YOY**
- Strategized and presented data-backed Media Plans in alignment with client goals, objectives
- Activation of Search and DSP orders with custom creatives, audiences, and keywords

### True Media

2017 - 2021

#### Account Planner / Client Strategist / 2018 - 2021

*Additional Titles: Associate Account Planner (2017 - 2018)*

**FOCUS:** Traditional & Digital Media Planning

Developed comprehensive Media Plans that combined digital and traditional tactics for clients in multiple verticals and industries. Required holistic understanding of evolving media landscape and dynamic consumer behavior.

- **Increased retail client's e-commerce & in-store revenue in 2020 by 267% & 338% YOY respectively**
- Developed Channel + Tactical Media Plans, and Measurement Strategies in line with clients' goals
- Analyzed reporting metrics to identify insights and determine media effectiveness based on set KPIs

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## EDUCATION

### University of Missouri - Columbia, 2016

Bachelor of Journalism, Strategic Communications

Minors: Philosophy, Psychology

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## AWARDS

Channel Bakers 2022 Better Together Award

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## SKILLSET + TOOLS

**E-COMMERCE:** Amazon DSP, Amazon Sponsored Ads, Amazon Marketing Cloud, Walmart Sponsored Ads, Google Analytics

**TOOLS:** Jungle Scout, Helium10, Keepa, Skai, Kapoq, Analytic Index, Asana, eMarketer, Google Trends, MRI, Nielsen

**CORE:** Microsoft 365 Copilot, Microsoft Office (Excel, PowerPoint, Word), Google Drive (Sheets, Slides, Docs)