

# EVAN BEGGS

Digital Business Development & Operations

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Results-driven digital business development and operations professional with 5+ years of experience driving e-commerce growth, managing six-figure ad budgets, and building systems that scale. Proven track record of delivering measurable outcomes across paid acquisition, platform migrations, and cross-functional operations. Combines technical execution with strategic thinking to help businesses grow efficiently.

## EXPERIENCE

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### E-commerce Growth & Operations Lead

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Jan 2024 - Present

- Grew online store revenue +37% YoY and conversion rate +23% (2025)
- Achieved 15.58x Google Ads ROAS with \$202K in tracked conversion value (2025)
- Led full WooCommerce to Shopify migration and new theme launch
- Owned forecasting, production scheduling, and import coordination to scale throughput without adding headcount
- Built product feed infrastructure via Google & YouTube App and Merchant Center
- Implemented GA4 enhanced e-commerce tracking and Looker Studio dashboards

### Digital Project Lead

Epyon Technologies

Oct 2019 - Present

- Managed \$500K+ annual Google Ads spend across multi-industry client portfolio
- Built and improved websites and landing pages focused on conversion (calls, forms, checkout flows)
- Developed repeatable systems for intake, execution, QA, reporting, and iteration
- Applied AI tooling to speed execution across ad creative, copy, landing pages, and documentation
- Implemented tracking and attribution improvements to improve decision-making

## CORE COMPETENCIES

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**Growth Marketing:** Google Ads, Meta Ads, SEO (Technical + Content), Email Marketing (Lifecycle)

**Analytics & Attribution:** GA4, Looker Studio, Google Search Console, Tracking, Reporting & Data Analysis

**E-commerce Dev:** Shopify, WordPress, Landing Pages & CRO, HTML/CSS & JavaScript

**Operations & Automation:** Process Design, Zapier / Integrations, CRM Systems, Inventory Ops (SOS Inventory)

## EDUCATION

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**B.S. in Finance** — Florida State University, 2014 - 2018

**B.S. in Real Estate** — Florida State University, 2014 - 2018