

# Evan Mok-Lammé

Product marketing manager & lifecycle marketing specialist | [evanmoklamme.com](https://evanmoklamme.com)

## Skills

### Competencies

Lifecycle Marketing Strategy  
Automated Marketing  
Email, SMS, & Push Marketing  
Personalized Marketing  
CRO & A/B Testing  
Copywriting  
Campaign Management  
Digital Marketing Strategy  
Product Messaging & Positioning  
Go-to-Market Strategy

### Tools

Braze (CRM)  
OneSignal (CRM)  
Branch (MMP)  
Liquid Code & Logic  
Figma  
Adobe Ai, Ps, & Id  
Google Analytics  
Notion  
Shopify  
WordPress

## Education

**Illinois Wesleyan  
University**  
Bachelor of Arts

**Google**  
UX Design Professional  
Certificate

## Experience

### Senior Product Marketing Manager

Premier Lacrosse League | Denver | Nov 2022 - Current  
Promoted from Product Marketing Manager | Jan 2024

Directed lifecycle marketing for the PLL. Developed data-driven strategy that increased MAUs by 290% and doubled session duration.

Managed the PLL's marketing tech stack, responsible for user-data integration and CRM optimization. Leveraged user data to create behavior-triggered marketing journeys. Increased user sessions by 46% YOY.

Developed iterative testing and automation processes to improve push, IAM, email, and SMS performance. Increased CTR from 4.5% to 9.9% while sending 86% more messages YOY.

Directed all cross-functional acquisition and retention campaigns for the PLL App. Drove 226% increase in user base.

Launched the PLL's fan-rewards membership and in-app gamification systems. Increased new-member sign-ups rate by 4X YOY.

### Global Development Marketing Manager

World Lacrosse | Denver | Sep 2020 - Nov 2022

Responsible for global participant engagement and retention. Designed and launched e-learning experience that increased athlete engagement by 230%.

Supported the launch of the "LAX28" campaign for Olympic inclusion. Built and launched the LAX28 virtual training platform. Owned GTM and lifecycle marketing strategy, adding 21K users in five months.

### Marketing Manager & UX Designer

Hong Kong Lacrosse Association | Hong Kong | May 2017 - Sep 2020

Directed the user-focused redesign of HKLA's registration and messaging systems, increasing member enrollment and retention. Led the rebrand and launch of Asia's largest lacrosse event, doubling event revenue.

### UX & Visual Designer

Karis Inc. | Grand Junction | May 2016 - May 2017

Conducted user research to identify what prevented at-risk youth from accessing free housing and mental health services.

Reduced barriers to care for at-risk and homeless youth by designing and testing a responsive youth outreach scheduling platform.