



Evan Featherstone

CEO/FOUNDER

Profile

CEO and Founder of two successful digital marketing companies since 2010, Evan is a native of Washington, DC. Evan has over 15 years of web development, SEO, Paid Channel Ad Management, and Social Media Marketing experience, and has worked with hundreds of happy clients to deliver maximum ROI for their on-line marketing budgets.

Employment History

CEO/Founder, SearchWise Media, Washington, D.C.

JANUARY 2015 – PRESENT

- Served as CEO/Founder of SearchWise Media, a digital marketing agency that helps local businesses address their marketing challenges head on.
- Helped businesses in a wide range of industries to improve their on-line presence, through search engine optimization, social media marketing, and paid ad channel management.
- Developed and delivered niche-specific digital marketing strategies for such industries as law firms, cosmetic surgery practices, and dental practices, among others.
- Scaled operations and staffing to efficiently managing workflows and maintain consistently high levels of client services and retention.

CTO/Founder, Fusion SEO, Baltimore

SEPTEMBER 2009 – JULY 2016

- Served as CTO/Founder of Fusion SEO, a digital marketing agency that helps local businesses address their marketing challenges head on.
- Developed, tested, refined, and delivered cutting-edge SEO services for clients in such industries as law firms, financial advisor firms, and accounting firms, among others.
- Helped businesses in a wide range of industries to improve their on-line presence, through search engine optimization, social media marketing, and paid ad channel management.
- Scaled operations and staffing to efficiently managing workflows and maintain consistently high levels of client services and retention.

GIS Specialist, TEC, Inc., Annapolis

OCTOBER 2010 – DECEMBER 2011

- Acted as Project Manager for multiple consulting contracts with both private and public sector clients
- Managed deliverables for client contracts using Geospatial Information Systems (GIS)
- Consulted with firm on website development and optimization for corporate site.

Education

MRED, University of Maryland, College Park, College Park, MD

SEPTEMBER 2008 – JUNE 2010

Details

301-502-3948

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Links

[SearchWise Media](#)

[Fusion SEO](#)

Skills

SEO

Social Media Marketing

Web Development

Google Analytics

Google Adwords

Facebook Ads

Bing Ads

Instagram Ads