

# Evan Mok-Lammé

Retention and Lifecycle | Technical Marketing | Personalized Messaging

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## SUMMARY

**Braze expert with 9+ years of experience personalizing messaging to drive retention.**

## EXPERIENCE

### Lifecycle Marketing Lead

Premier Lacrosse League | Denver | 05/2025 - Current

Responsible for fan retention at the Premier Lacrosse League (PLL). Owned the PLL's CRM, martech stack, and fan funnel.

Directed retention marketing for the PLL Shop. Automated the delivery of personalized rewards messaging. Increasing average orders per fan and supported 25% increase in the LTV of rewards members.

Created 27 multichannel marketing journeys to drive fan engagement. Operationalized iterative testing process to increase MAUs by 290% and session duration by 90% YoY.

Worked with Data, Ticketing, and Product teams to identify new leads for ticket sales team from web clicks and in-app data. Automated flow of new contacts into HubSpot to drive over \$1M in ticketing revenue.

Built cross-functional QA process to ensure brand alignment and deliverability across email, push, and SMS. Led team of 4, increasing email volume by 74% and reducing unsubscribe rate by 88% YoY.

### Senior Product Marketing Manager

Premier Lacrosse League | Denver | PMM 11/2022 - 01/2024 | Senior PMM 01/2024 - 5/2025

Directed user acquisition and retention strategy for the PLL App. Increased user base by 160% in one year.

Directed the GTM strategy for the PLL's rewards membership. Translated audience insights into clear product positioning and messaging, welcoming 70K members and increased ARPU by 21%.

Worked with engineering to add favorite player selection to onboarding flow. Delivered personalized content based on preferences and user behavior, contributing to 120% increase in article views.

### International Marketing Manager

World Lacrosse | Denver and Hong Kong | 09/2020 - 11/2022

Developed the international GTM messaging strategy for the "LAX28" campaign in support of World Lacrosse's successful bid for inclusion in the 2028 Summer Olympic Games.

Owned retention strategy for the Olympic "Sixes" virtual training platform. Leveraged email and in-product messaging to add 21K users in four months.

### Marketing Manager

Hong Kong Lacrosse Association | Hong Kong | 05/2017 - 09/2020

Directed the redesign of HKLA's registration and email messaging systems, increasing member enrollment and retention.

Led the rebrand and launch strategy for Asia's largest lacrosse event, doubling event revenue.

## SKILLS

Lifecycle marketing, marketing automation, campaign management, GTM strategy, email design, copywriting, click-rate optimization, technical marketing, A/B and multivariate testing

## TOOLS

Braze, HubSpot, Shopify, Figma, Branch, Adobe AI & Ps, Notion, Hightouch, WordPress, GA4, Looker Studio, Liquid scripting & logic, HTML/CSS, Typeform

## EDUCATION

Illinois Wesleyan University | Bachelor of Arts