

Evan Mok-Lammé

Lifecycle and product marketing leader with proven success directing omnichannel GTM strategy.

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Skills

Competencies

Go-to-Market Strategy
Lifecycle Marketing
Automated Marketing
Email & IAM Delivery
CRO & A/B Testing
CRM Integration
Copywriting
Campaign Mgmt
Product Messaging
Product Positioning

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 App | Denver | Nov 2022 - Current
Promoted from Product Marketing Manager | Jan 2024

Directed end-to-end GTM campaigns for the PLL App and in-app features. Led cross functional team of eight, increasing MAUs by 290% in one year.

Owned PLL lifecycle marketing. Used IAMs and email to implement targeted upsell strategy, increasing avg spend per user by 21% (\$1.8M in rev) in 2024.

Responsible for new feature education and adoption. Automated omnichannel journeys to optimize message timing and channel usage. Increased the adoption rate of key features 4X YoY.

Developed iterative testing process to improve push, in-app message, and email performance. Improved CTR from 4.5% to 9.9% while increasing message volume by 86%.

International Marketing Manager

World Lacrosse | Denver & Hong Kong | Sep 2020 - Nov 2022

Responsible for the international GTM messaging strategy for the “LAX28” campaign in support of lacrosse’s bid for Olympic inclusion.

Owned GTM and lifecycle marketing strategy for the LAX28 virtual training platform, leveraged email and in-product messaging to add 21K users in four months.

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

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 GTM strategy 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 barriers preventing 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.