

# Evan Mok-Lammé

Lifecycle Marketing | Message Personalization | Technical Marketing Solutions

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## SUMMARY

**Lifecycle marketer with 9+ years experience working with sports fans. Skilled at personalizing messaging to drive engagement.**

## EXPERIENCE

### Lifecycle Marketing Lead

Premier Lacrosse League | Denver | 05/2025 - Current

Responsible for driving fan engagement for the Premier Lacrosse League (PLL). Owned the PLL's CRM and martech stack.

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

Built user-data pipelines with Data team to power hyper-personalization strategy. Delivered dynamic push notification content with Liquid scripting and Braze API-triggered journeys to increase CTR by 35%.

Developed fan-scoring metrics to track the impact of automated journeys on audience engagement. Used Braze and Looker dashboards to deliver actionable insights to CMO.

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.

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

Automated daily "streak" and "achievement" push-notification and in-app messaging journeys to drive daily engagement. Increased DAUs by 25% YoY.

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%.

### 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, multichannel marketing, marketing automation, CRM integration, email deliverability, email design, copywriting, click-rate optimization, A/B and multivariate testing, message personalization

## 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