



## KARENA EVANS - WEB DESIGN SUCCESS STORY





*"It was an absolute pleasure work with Karena and her team at Popp Rok on this special project. Karena shared insight, experience and professionalism in an enthusiastic and excited manner. I would love to work with Karena again on future projects as well as her colleagues she had spread the positive experience to!"*

**Lyna Nguyen**  
Web Designer/Developer  
E-Tech



E-Tech is a managed services provider based in Toronto, serving many non-profits, regulatory bodies and small businesses across North America.

E-Tech provides web design services to businesses. E-Tech has been around for over 25 years, and is growing at an incredible rate.

Toronto born and raised, Karena Evans is quickly becoming one of the world's most sought-after directors. The multifaceted award-winning director, actor and writer began her rise as an intern for veteran music video director, Director X. Karena's style and brand of work led her to direct the ground-breaking GOD'S PLAN, NICE FOR WHAT and I'M UPSET music videos for Drake, along with the ethereal GARDEN video for SZA. This trailblazer is an auteur, a strong black woman and a prolific visionary.

### THE PROBLEM

Fresh off of releasing Drake's Nice For What video, with over 200 million views, Karena needed a website to showcase her amazing work. She reached out to E-Tech to design her professional website, projected to be viewed by tens of thousands.

### THE SOLUTION

E-Tech's web development team quickly sprung into action! An artist's website must reflect their own work. Communication with Director Evans and her team was essential to portray the vision they had out for a perfect website. Within three months, Karena had a site that she could be proud of.

### IMPACT

E-Tech has taken a bigger step into the business of Web Development. We have begun getting requests from high profile agencies, through the recommendations of Karena Evans. Next projects include a website for famed choreographer, movement director and artist developer Tanisha Scott.

*"Working with E-Tech, especially Lyna and Eric was the most pleasant, stress free but mostly efficient situation I could have asked for. In fact, I've recommended their services to a lot of my colleagues in the industry. The turn around time was impeccable, especially in the times needing immediate trouble-shooting, and they made every change I asked for with ease. The collaboration was great too. They made me a custom suit, in the form of a website - what more could I ask for!"*

**Karena Evans**  
Director, Actress, Writer

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