

Digital Marketing Leader | Data-Driven | Growth-Focused | Strategic Testing & Optimization Expert | Outdoorsman

## Experience

### Verizon, Alpharetta GA

#### *Senior Manager of Digital Platforms*

Sep 2023 - PRESENT

- Spearheaded experience testing for the B2B customer portal, directly generating over \$8M in annual incremental ecommerce revenue.
- Orchestrated consultant engagements that enhanced service delivery, with a direct financial impact exceeding \$1M annually.
- Achieved a 71% increase in engagement across digital campaigns, translating to over 725K additional clicks.
- Led A/B testing that increased cart additions by 100K, marking a 26% year-over-year growth.
- Led the launch of a deals page from creative inception through development generating thousands of additional sales.
- Surpassed the gross addition target by 143%, demonstrating exceptional achievement in revenue and customer acquisition goals.

Tools: Adobe Target, Adobe Experience Manager, Adobe Analytics, ContentSquare, JIRA

#### *Manager of Digital Platforms*

Feb 2022 - Sep 2023

- Led a team comprising a designer and two developers, guiding comprehensive testing from conceptualization to execution, enhancing customer experience and operational efficiency.
- Managed digital marketing strategies for the company's largest customer platform, which accounted for 40% of overall traffic, significantly boosting user engagement and retention.
- Enhanced personalization capabilities by integrating over 20 new audience segments in Adobe Experience Manager (AEM)
- Championed the adoption of A/B testing, initiating and implementing over 50 tests in 2022 — a foundational shift from zero tests in 2021

#### *Consultant of Digital Platforms*

Jul 2020 - Feb 2022

- Collaborated with a team of three offshore developers to create a data collection strategy utilizing Adobe Launch.
- Led the successful implementation of a screen recording platform, marking the first time the business could review customer sessions.
- Oversaw the strategic transition of data analytics platforms from Verizon Wireless to Verizon Business Group, significantly enhancing data accuracy and operational efficiency.
- Acted as the lead for resolving implementation challenges and was the primary contact for the expansion of Adobe Analytics tagging across over 100 new pages, ensuring comprehensive data capture and analysis.

### *Senior Analyst of Digital Platforms*

Sep 2017 - Jul 2020

- Transformed the organization's approach to web analytics by developing over a dozen dashboards from minimal initial use, facilitating data-driven presentations for senior leadership and fostering a culture of informed decision-making.
- Led training initiatives for Adobe Analytics and other digital tools, equipping new users with the necessary skills to effectively leverage enterprise technology in optimizing business operations.
- Served as the subject matter expert for critical components of the internal application, offering guidance and expertise to optimize functionality and user engagement.

### **Pearson, Orlando FL**

#### *Conversion Analyst*

March 2016 - Jul 2017

- Boosted Pearson's landing page conversions by 70% in 8 months and enhanced student enrollment through strategic testing and personalization on key university pages.

### **CMO Compliance, Atlanta GA**

#### *Support Analyst to Senior Analyst*

Nov 2014 - Mar 2016

- Streamlined onboarding with detailed training guides for JIRA and Confluence, boosting team efficiency, and led analyst teams in customer training, enhancing client relations at CMO Compliance.
- Enhanced service quality and operational excellence at CMO Compliance by managing user accounts and resolving over 50 customer issues, boosting client satisfaction.

### **Education**

*B.S. in Business Marketing* — Liberty University 2012 - Lynchburg, VA