



MICHAEL ANDERSON

CONVERSION RATE OPTIMIZATION MANAGER

CONTACT

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- San Francisco, CA

SKILLS

- user experience design
- analytics
- A/B testing
- digital marketing
- SEO
- project management

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN MARKETING,
UNIVERSITY OF DIGITAL TECHNOLOGY**

ACHIEVEMENTS

- Boosted conversion rates by 30% through targeted optimizations.
- Recognized as 'Employee of the Year' for exemplary performance.
- Successfully led a project that resulted in a 50% increase in lead generation.

PROFILE

Accomplished Conversion Rate Optimization Specialist with a robust background in digital marketing and user experience design. Over 8 years of experience in employing innovative strategies to enhance online performance and improve customer journeys. Skilled in utilizing analytics tools to derive insights that inform optimization tactics. Proven track record in executing successful conversion initiatives that lead to significant increases in sales and customer retention.

EXPERIENCE

CONVERSION RATE OPTIMIZATION MANAGER

Tech Growth Agency

2016 - Present

- Managed end-to-end optimization processes for multiple high-traffic websites.
- Developed actionable strategies based on user testing and analytics insights.
- Collaborated with developers to implement changes in website architecture.
- Monitored and reported on conversion metrics to stakeholders.
- Conducted training sessions for marketing teams on optimization best practices.
- Utilized tools like Optimizely for effective A/B and multivariate testing.

DIGITAL MARKETING SPECIALIST

Innovative Brands Co.

2014 - 2016

- Analyzed customer behavior to inform marketing strategies.
- Developed landing pages that improved conversion rates by 20%.
- Conducted competitor research to identify market gaps.
- Implemented SEO strategies that increased organic traffic by 40%.
- Engaged in social media campaigns that enhanced brand visibility.
- Produced detailed reports on campaign performance for management review.