

KNOWLEDGE

CORE COMPETENCIES

AI Automation
Front-end Development
UX Engineering
Conversion Rate Optimization
AI-Assisted Testing & Reporting
Hypothesis & Experiment Design
Cross-functional Partnership

CORE TOOLS

Optimizely
GA4
Hotjar
Figma, Illustrator, Photoshop
JavaScript, HTML, CSS
PHP & databases

EDUCATION

MASTER OF ARTS

Texas State University
Technical Communication

BACHELOR OF ARTS

Texas State University
English & Philosophy

PROFESSIONAL EXPERIENCE

Senior Developer, Conversion Rate Optimization | Aceable | July 2021 - Current

- Increased annual CRO test wins by over 200% by leading weekly ideation meetings, translating behavioral data into clear, testable hypotheses, and prioritizing high-impact experiment strategies cross-functionally.
- Owned the full experiment lifecycle for A/B and multivariate tests — from hypothesis and test planning through build, pre-launch QA, launch, and post-launch analysis — using vanilla JavaScript, HTML, and CSS.
- Built and maintained a dynamic CRO testing backlog and prioritization framework, identifying which pages and experiences to optimize based on business impact, user behavior insights, and funnel opportunities.
- Led data-driven optimization strategy using GA4, Hotjar, Power BI, and Optimizely — analytics and experimentation tools comparable in function to Adobe Analytics, Contentsquare, and Adobe Target — to uncover behavior patterns and generate test ideas.
- Owned landing page experimentation for top paid and social channels, defining UX requirements, designing mockups in Figma, and executing iterative tests that consistently increased lead quality and conversion rates.
- Designed and built a custom internal CRO app integrating APIs and AI tools to standardize test setup and improve accuracy, deployment speed, and team efficiency.
- Acted as product owner for engineering-heavy CRO projects, managing requirements, timelines, and stakeholder alignment across marketing, engineering, and leadership.

Senior Front-end Developer | NFP | July 2018 - July 2021

- Built and maintained the front-end architecture for an international brand.
- Led the transition to and implementation of an enterprise-level CMS (DNN Evoq), partnering with marketing and content teams on workflow and rollout.
- Built API-driven tools for internal teams and clients, including a dual-path directory search experience.
- Created design systems and a knowledgebase for faster front-end development and brand scalability.
- Consulted on marketing technologies, workflows, and implementation.