Josh Jennings

Web Design & Conversion Rate Optimization Specialist

with 10 years of experience in marketing, design, and experimentation.

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BigCommerce

CONVERSION RATE OPTIMIZATION MANAGER | JAN 2022 - PRESENT

- Prioritized, launched, and analyzed A/B tests on BigCommerce.com based on business goals and potential for improvement.
- Gathered insights into visitor behavior by soliciting user testing feedback using Wynter to identify opportunities for improvement.
- Managed analytics data intake through Segment and Amplitude for reporting purposes. Created dashboards to monitor conversion rates, clicks, scroll depth, video plays, and other types of engagement.
- Coordinated website strategy across product marketing, design, copywriting, and demand generation teams.
- Trained designers and publishers in A/B testing and website strategy.
- Oversaw the implementation of a new server-side experimentation tool Amplitude Experiment.

(un)Common Logic

LEAD CRO SPECIALIST | NOV 2021 - JAN 2022

- Streamlined CRO services by establishing documentation for experimentation processes.
- Led experimentation strategy across all accounts based on client KPIs and user behavior analysis.
- Trained and managed a team of CRO specialists and developers.
- Conducted screening and hiring for new CRO analyst candidates.

SR. CONVERSION OPTIMIZATION ANALYST | NOV 2020 - NOV 2021

- Trained digital marketing analysts on CRO quantitative/qualitative analysis, testing methodology, and UX/UI best practices.
- Developed reporting systems and Google Data Studio dashboards.
- Analyzed user behavior using analytics data and heatmaps, identifying friction points for optimization.
- Strategized and prioritized a pipeline of A/B tests in Google Optimize based on analysis for multiple clients.
- Planned and managed user testing sessions by analyzing sessions for friction points and optimization opportunities.

EDUCATION

University of Texas
Masters in Advertising, Stan Richards School of Advertising (in progress, graduating in May 2025)

Texas Creative Program
Specializing in copywriting and generation of ideas for compelling ad campaigns.

Concordia University Texas
Bachelors of Communication, Public Relations

SKILLS & TOOLS

Advertising
- Idea Generation
- Ad Copywriting
- Print Design
- User Research
- Persona Development
- Experimentation

Web Design
- Figma
- Photoshop & Illustrator
- HTML, CSS, & Javascript
- A/B Testing

Geek Powered Studios

PROJECT MANAGER | MAY 2020 - NOV 2020
- Led the creation of a company wiki website on WordPress
- Established scalable processes for client marketing strategies
- Coordinated scheduling of projects for over 50 clients
- Managed and prioritized workloads for a team of 15 employees among SEO, PPC, web design, social media, and email departments

MARKETING STRATEGIST | JUL 2019 - MAY 2020
- Managed a team of web design, SEO, and PPC specialists
- Monitored client performance metrics with lead generation conversions and ecommerce purchases
- Planned marketing strategies for each client
- Developed company processes and best practices

CONVERSION OPTIMIZATION SPECIALIST | MAR 2019 - JUL 2019
- Designed and built websites on WordPress and Shopify
- Established UX/CRO web design best practices to ensure quality standards on every website
- Established wireframing process with persona analysis, competitor research, and conversion rate optimization
- Conducted A/B testing experiments with Google Optimize
- Introduced Adobe XD and Webflow to speed up design time and iteration cycles

IgnitedLocal / SeedLogix

MANAGER OF DESIGN & DEVELOPMENT | OCT 2018 - MAR 2019
- Managed and trained a team of 6 web design contractors.
- Conducted UX research and user testing on proprietary SeedLogix CMS and website builder.
- Worked directly with clients to understand their needs and execute a strategy to achieve their business goals.

WEB DESIGNER | MAR 2018 - OCT 2018
- Developed a systematic process for wireframing conversion-focused website architecture.
- Designed and developed websites with HTML and CSS.
- Wrote Javascript & jQuery for custom website functionality.

Analytics & Research
- ‣ Amplitude Analytics
- ‣ GA4
- ‣ User Testing (Wynter)
- ‣ Twilio Segment
- ‣ Google Tag Manager
- ‣ Heat Mapping

"[Josh] was able to find new opportunities for our company and was self-driven to research and adopt new tactics we previously did not have. In those situations, I was very impressed with how much care he took in being both thorough in his research and creating trainings for the whole team to benefit from his research."

Josh Cuttill
Director of Web Strategy,
(un)Common Logic

Catalyst Marketing

INTERACTIVE MANAGER | SEP 2016 - MAR 2018
- Managed a team of web design, email, SEO, and PPC marketing specialists.
- Worked directly with clients to strategize marketing plans.
- Developed team processes for efficiency and scalability, and documented them in a company wiki.
- Oversaw execution of portfolio-wide integrated marketing campaigns across 25 different student housing properties.
- Coordinated and trained freelance SEO specialists.

WEB DESIGNER & SEO SPECIALIST | OCT 2014 - SEP 2016
- Designed and developed websites on WordPress.
- Designed and deployed regular email campaigns.
- Designed brand guidelines for student housing properties.
- Developed a standardized 12-month SEO process.
- Managed over 40 client SEO campaigns on a monthly basis.

CREATIVE INTERN | MAY 2014 – OCT 2014
- Designed and built websites with the Divi WordPress theme.
- Designed email graphics and coded designs in Mailchimp.
- Designed brochures and print materials.

World Class Capital Group

WEB DESIGNER & SEO CONSULTANT | DEC 2014 – JUN 2015
- Designed websites on WordPress for real estate properties.
- Provided SEO recommendations for national storage companies.
- Coordinated a team of interns for rapid development.

"I worked with Josh on digital marketing and SEO for a large number of client accounts. He managed the Interactive team with a portfolio of websites and campaigns that attracted over 80K visitors per month. I was impressed with Josh's ability to manage the entire interactive stack... and the high-quality websites he produced."

Anthony Blatner
Chief Advertising Officer, Speedwork