

# Kevin Towner

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## Career

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### Zurich Cover-More

[Web Designer/Sr Marketing Analyst](#)

11.2024 - Present

- Manage AEM CMS for United, Spirit, and Lufthansa airlines insurance panels.
- Own the digital builds for A/B and multivariate optimization testing on high traffic content.
- Facilitate business requirement gathering for IT requests involving data modifications.

### Travel Guard

[Web Designer](#)

2022-2024

- Built & executed several multivariate and A/B tests on United and Spirit airlines production sites.
- Manage HTML content on United Airlines mobile app, doubling take up rate in 2024.

### AIG (Op Services)

[Account Analyst](#)

2019-2022

- Documented Op Services processes, and assisted with quote preparations, policy endorsements and renewals, and insurance cancellation notices.

[Business Services Associate](#)

2017-2019

- Processed quote requests and researched broker codes for appropriate underwriting assignments.

## Education

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### Drexel University

[Master of Science in Human Computer Interaction](#)

2023

## Skills

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UI Design, Prototyping, HTML, CSS, LESS, Figma, Competitive Analysis, A/B Testing, Multivariate Testing, Content Management, Adobe Experience Manager, Adobe Target, Web Design, User Experience