

CRO Engineer CRO Engineer Methuen, MA Authorized to work in the US for any employer Work Experience CRO Engineer Kaspersky Lab - Woburn, MA October 2017 to March 2019 Using my experience with jQuery, JavaScript, HTML and CSS, the focuses of my role was to: Build, refine, and maintain CRO-related specification documents Identify campaigns requiring outside development resources and manage those vendor relationships Manage/meet agreed upon SLAs for CRO development activities (internal & external) Build new CRO campaigns and tests with a clear aim to improve digital sales KPIs (HTML, CSS, jQuery, JavaScript, etc in conjunction with Oracle's Maxymiser tool) Update live CRO campaigns and tests as needed Document CRO Engineering activities Effectively communicate with both technical, and non-technical, team members Ensure accurate tracking, capturing or reporting functionality of all tests is maintained Manage proper implementation of all testing tools Develop Kaspersky Lab's automated testing capabilities Increase the amount of testing activities performed in house (vs. using consulting hours) Front- End Web Developer Kaspersky Lab - Woburn, MA October 2014 to October 2017 Develop and build-out web pages for the Kaspersky.com domain Work with business teams to determine scope, time frames and validity of page and application development Communicate with stakeholders throughout the process from information gathering, QA checkpoints, launch and post-launch follow up and evaluation Meet strict deadlines for the delivery of web pages to ensure page/site launches align with marketing directives Website Manager ENCO Technology - Plaistow, NH September 2013 to September 2014 Solely responsible for the development and design of the company's numerous websites. Re-branded the company's websites to meet then-current standards for responsive design, improve customer experience through design Managed the Google AdWords spend and increased ad-spend ROI Website Content Manager PERKIN ELMER GENETICS, INC - Waltham, MA September 2009 to September 2013 Lead-content editor for a 60,000+ page website Trained junior-level HTML developers to use in-house built CMS platform Acted as a liaison between business teams and the technical teams (IT/Web Dev) to determine feasibility and time frame of projects. Communicated between departments to keep production development on point Education None in English - Creative Writing University of New

Hampshire-Main Campus - Durham, NH September 1994 to May 1996 None in Liberal Arts  
Northeastern University - Boston, MA September 1992 to May 1994 None Skills Javascript, PHP,  
HTML (10+ years), CSS (10+ years), jQuery (5 years), Photoshop (10+ years), WordPress (10+  
years), Excel (10+ years), Angular (3 years), MaxyMiser A/B tool (2 years), Git, HTML 5

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