

Cooper Hollmaier

Cedar Rapids, Iowa

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Summary

Results-driven technical product manager with 9 years of experience in revenue growth, accessibility, and technical SEO. Proven ability to champion change and product innovation through data-driven decision-making and qualitative customer insights. Expert in leading cross-functional teams to optimize growth strategies that boost revenue while reducing operational costs. Avid hiker and cyclist, passionate about working with mission-driven organizations to deliver high-quality, inclusive, and industry-defining products.

Work Experience

Experience Product Manager, Landing Pages | Recreational Equipment, Inc.

November 2023-Present

- Led development and optimization of landing pages in partnership with data analysts and an agile product team, driving >\$1M annualized incremental revenue through A/B testing and user research.
- Collaborated with cross-functional teams, streamlining major CMS migration, accelerating timeline by 6 months, and achieving \$150k in operational efficiencies.
- Enabled digital go-to-market strategies for 6+ brand-defining marketing campaigns including [Opt Outside](#), [Outside in 5](#), and [Anniversary Sale](#), driving increased customer engagement.
- Worked closely with product leadership to align product roadmaps with the company's strategic initiatives.

Platform Product Manager, Accessibility | Recreational Equipment, Inc.

November 2021-November 2023

- Influenced broad adoption of [preventative accessibility tests](#), leading to durable coverage of >90% of REI.com customer-facing applications.
- Launched Arborist, an internal application that increased accessibility testing scope by >700% (300 to 2,600 pages), test frequency by 5100% (1 to 52 times/year), and decreased cost to test by 99% (\$4.99/page to \$0.03).
- Implemented a [systems thinking approach](#) to durably test digital products with assistive technology users at scale, leading to >50 user tests run in 2023 on 20+ assistive technology configurations.
- Developed a 50 member strong accessibility champions program to build in-house subject matter expertise in accessibility.
- Influenced funding and creation of REI's first disability-focused employee resource group and cultural milestone celebration.
- Awarded the Anderson Award, a peer-nominated achievement, and REI's highest honor as well as the Accessibility Culture Award from Deque Systems in 2021.

Program Manager, Accessibility & Technical SEO | Recreational Equipment, Inc.

August 2021-November 2021

- Architected a browser extension written in Python that decreased the time and error rate product teams experienced in testing their work against REI's Boilerplate SEO Requirements.
- Engineered a CMS-authorable internal linking module still in use on the bottom of the [REI.com](https://www.rei.com) homepage, which continues to drive millions in incremental revenue for the business.

Associate Program Manager, Technical SEO | Recreational Equipment, Inc.

March 2019-August 2021

- Developed and taught a 13-week Introduction to SEO course for stakeholders that improved understanding and influenced prioritization of actions that benefited eCommerce SEO and drove incremental organic search traffic to REI.com.
- Actively participated in the [Schema.org Working Group](#) and orchestrated the addition of [BackOrder](#) to the ItemAvailability type during the COVID-19 pandemic.
- Influenced digital product teams to build new product features in SEO-friendly ways that contributed to \$300M in incremental organic search revenue in 2021.
- Developed a three-part series for Moz Whiteboard Fridays: [SEO & Accessibility](#)

Manager, Technical SEO | Visiture, LLC.

February 2018-March 2019

- Led Technical SEO strategy and built strong customer relationships with more than 50 eCommerce accounts on monthly retainer.
- Overhauled keyword research, auditing, and commerce platform migration product offerings, implementing recommendations, improving organic traffic and ROI for eCommerce clients
- Mentored a team of Content SEO colleagues on web development and Technical SEO best practices.

Senior Specialist, SEO | SocialSEO, Inc.

March 2016-February 2018

- Increased organic traffic and revenue via adept management of customer relationships and implementation of SEO strategies for a diverse portfolio of 15 clients, including enterprise clients with over 50 locations.
- Produced monthly analytics reports demonstrating organic search wins, losses, and learnings for future consideration and implementation.
- Contributed to client retention and significant business growth, which resulted in 500% increase in employees (15 to 100) during my two year tenure.

Marketing Coordinator | Skyline Products, Inc.

May 2015-March 2016

- Managed 15+ trade show marketing initiatives and industry partnerships for our gas price and commercial signage divisions.
- Represented Skyline Products at the National Association of Convenience Stores trade show.
- Engineered new functionality and more efficient processes as the administrator of our Salesforce instance.

Education & Certifications

Bachelors of Science, Journalism & Mass Communication | Iowa State University

May 2011-May 2015

Professional Certificate, Responsive Web Design | FreeCodeCamp.org

July 2020

Professional Certificate, Diversity, Equity, Inclusion in the Workplace | University of South Florida

January 2021

Certified Professional, Accessibility Core Competencies | International Association of Accessibility Professionals

August 2021

MicroMasters, Digital Transformation Leadership | Rochester Institute of Technology

May 2022-December 2022

MicroMasters, Design Thinking | Boston University

February 2023-May 2023

Professional Certificate, Retail and Omnichannel Management | Dartmouth College

July 2023

Professional Certificate, Machine Learning with Python | FreeCodeCamp.org

February 2024-Present

Professional References

Ryan Ricketts, Director of SEO at Microsoft

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