

Ed Cupaioli

Product Manager | Optimization Manager | Web Developer

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Experience

Product Manager – Ed Cupaioli LLC

May 2021 - Present

- Led and provided technical and design direction for products, which included stakeholder engagement, project scoping and budgeting, site structure, wireframing, prototyping, mobile and desktop design, user stories, content aggregation, development, quality assurance, maintenance, and product life cycle planning.
- Collaborated with designers, engineers, third-party vendors, content writers, and C-suite staff to gather product requirements, scope projects, and create and assign tasks.
- Created and implemented product management processes into existing client-based project management software for website maintenance, feature additions, and new pages ensuring quick and organized launches and fixes.
- Supported organization objectives by identifying and configuring tracking for key conversions.
- Facilitated user testing and training sessions which included written documentation for both non-technical users and engineers.

Director of Experience – eStreet

July 2020 - May 2021

- Established the user experience and web development department to provide technical direction for product development, design, management, and maintenance.
- Worked collaboratively with clients, account managers, designers, content editors, engineers, and third-party vendors to create accessible, user-friendly frontend and web solutions for e-commerce, political campaign, and marketing projects.
- Established an objective-based project management process for ease of client onboarding and allocation of human capital resources that streamlined the process of timeline creation, budget, and identified potential blockers to project success.
- Created, managed, and implemented A/B testing focused on e-commerce user journeys and implemented tracking and analyzed data with Google Tag Manager, Facebook Business Manager, Google Ads, and Google Analytics.
- Coordinated with directors to develop long-term strategies for clients to improve user experience, track and increase conversion rates, and comply with accessibility, privacy, and beverage industry regulations.
- Provided subject matter expertise, feature scoping, and client-based communication for third party software vendors.
- Trained staff on accessibility standards, basic HTML and CSS concepts, and A/B testing in order to deliver user-focused and objective-based web products.
- Organized a quality assurance procedure for site launches that accurately detailed issues for engineers while providing two-way communication channels between clients and internal staff.
- Developed Jekyll and Wordpress sites and integrated e-commerce, CMS, and CRM solutions.

Web Product Manager – Arcadia

February 2018 - July 2020

- Led and implemented processes for A/B testing based on qualitative and quantitative research and bayesian statistics in order to achieve user acquisition KPIs as part of the marketing team.
- Ensured scientific viability, integrity of experimentation, and baseline requirements in order to efficiently manage simultaneous tests on multiple-platforms and reported findings to cross-department stakeholders in communications and product.
- Created user-friendly analysis reports which provided experiment conditions, data controls and variables, bayesian analysis of results, and clear next steps for further conversion rate optimization.
- Managed and reliably translated flow of information with communications, software engineers, designers, data engineers, and marketing into agile methodology for the creation of front end applications on an enterprise scale website.
- Acted as the technical representative of the marketing team for large-scale, multidisciplinary initiatives for the organization and external software vendors.
- Ensured organizational branding was standardized and implemented across all properties of an enterprise website, blog, and support center for multiple brand redesigns.
- Developed a conversion tracking solution with Google Tag Manager for simple integration of tracking services on digital, print, and television campaigns and ensured accuracy in cross-platform acquisition channels.
- Developed, optimized, and maintained the Jekyll website and blog and Zendesk support center for a renewable energy startup

Frontend Developer – DNC

December 2015 - February 2018

- Served as the frontend representative of the engineering team for digital and communications teams through translating Democratic Party initiatives and objectives into frontend applications and communicating needs to backend and data engineers.
- Developed new features for and maintained the enterprise-level website for the Democratic Party.
- Implemented and participated in an agile methodology for the quick development and quality assurance of rapid response microsites and frontend applications.
- Developed a reusable website template for rapid response microsites, complete with a CMS and compliant with accessibility, campaign finance laws, and legacy browsers.

Web Developer – Self-Employed

November 2014 – December 2015

- Improved the CMS and reorganized content for the [DCPCSB website](#) for improved user experience of content editors and users.
- Created an elementary science curriculum to use in conjunction with [i-Tree software](#) and designed and developed the website for the project.
- Designed and developed Wordpress and Drupal websites that allowed clients to manage all their content with written documentation and in-person training.

- Led and implemented the reorganization of an enterprise Drupal site, which resulted in decreased bounce rates and increased organic search traffic.
- Developed and trained staff on no-cost, easy-to-use solutions for public facing programs needing event management, assessments/surveys, public commenting, and mapping.
- Managed and created content for agency social media properties and developed the weekly newsletter.

Skills

Code

HTML
CSS
SASS
Javascript
jQuery
Liquid
Handlebars
NPM
React
Grunt
REST API
GraphQL

Platforms

Jekyll
Gatsby
Wordpress
Drupal
CloudCannon
Netlify
AWS
Cloudflare
GitHub
Zendesk
Shopify
Snipcart
Commerce 7
Netsuite
Salesforce
ActBlue
MailChimp
Blue State Digital
EveryAction

Tools

Google Analytics
Google Tag Manager
Google Optimize
Google Search Console
Google Ads
Figma
Adobe XD
Facebook Business Manager
FullStory
Asana
Monday
Jira
Notion

Product

A/B Testing
UX Research
Interaction Design
User-centric Design
Data Analysis
Bayesian Statistics
WCAG Compliance
SEO
Training & Guidance
Agile
Waterfall
Product Lifecycle

Other Experience

Teach for America

Math and Science Teacher

Organizing for America

Field Organizer

University of Arkansas

BA in Political Science

Minor in Marketing

University of Arkansas Music Department

Marketing Manager