

## Experience

### Web Product Manager – [Ed Cupaioli LLC](#)

May 2021 - Present

- Developed long-term web strategy for clients to improve web experience, improve customer acquisition, and comply with accessibility and privacy regulations.
- Identified website metrics that aligned with business objectives and implemented tracking solutions with Google Tag Manager.
- Established project management process for implementation of maintenance, features and new pages ensuring projects remained on time and on budget.
- Designed, developed, and optimized websites and frontend tools with Jekyll, Wordpress, Expression Engine, Gatsby, and Shopify.

### Director of Experience – [eStreet](#)

July 2020 - May 2021

- Developed and executed departmental strategic plan, support and direction to improve organizational efficiency and impact.
- Oversaw project scoping, researched trends, provided competitive insights and conducted stakeholder and user analysis.
- Trained staff on accessibility standards, basic HTML and CSS concepts, and A/B testing in order to deliver high quality web projects.
- Developed Jekyll and Wordpress sites and integrated e-commerce and CRM solutions that were tracked with an all-in-one Google Tag Manager solution.
- Conducted research and testing to ensure clients' goals and objectives were met with bayesian analysis of website metrics.
- Creation of change management plans for internal agency staff to ensure comprehensive understanding of agency objectives and adoption of policies and procedures.

### Web Developer – [Arcadia](#)

February 2018 - July 2020

- Established an experiment pipeline and report template that efficiently managed simultaneous tests on multiple-platforms and reported findings to stakeholders.
- Acted as a key representative of the marketing team for large-scale multidisciplinary initiatives for the organization.
- Performed qualitative and quantitative research on landing pages with Google Optimize, Google Analytics, and User Interviews that resulted in significant increases to conversions every quarter.
- Developed a conversion tracking solution with Google Tag Manager that allowed pixels to be easily added for multiple sources across all acquisition channels.
- Managed the CMS and developed features for the enterprise Jekyll website and blog along with the Zendesk support center.

## Frontend Developer – [Democratic National Committee](#)

December 2015 - February 2018

- Managed users and developed features and pages for an enterprise Expression Engine website.
- Developed rapid response websites with Jekyll and developed frontend tools for political participation and party operations.
- Optimized websites and tools for load speed, conversion rates, accessibility, and legacy browsers.

## Web Developer – [Self-Employed](#)

November 2014 – December 2015

- Improved the CMS and reconfigured pages for the [DCPCSB website](#) for simpler document management and access. Integrated Highcharts into existing, editable content.
- 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.

## Web Communications Specialist – [OSSE DC](#)

March 2013 – November 2014

- 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  
Forestry.io  
Netlify  
AWS  
Cloudflare  
GitHub  
Zendesk  
Shopify  
Snipcart  
Commerce 7  
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

### UX & Other

A/B Testing  
UX Research  
Interaction Design  
User-centric Design  
Data Analysis  
Bayesian Statistics  
WCAG Compliance  
SEO  
Training & Guidance  
Project  
Management

# **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