# Michael W Hallman

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## SUMMARY

Detail-oriented Engineering Manager with over a decade of experience in the ecommerce industry. Proven ability to lead and manage teams, deliver high-quality user experiences, and drive business results. Expertise in AB testing, personalization, headless CMS, front-end development, event tracking, 3rd party integrations and tag management.

## EXPERIENCE

**ESTÉE LAUDER** | New York City, NY | 2023 – Present

**Sr. Engineering Manager – Experimentation** | 11/2023 – Present

**AMERICAN EAGLE OUTFITTERS** | Pittsburgh, PA | 2011 – 2023

**Engineering Program Lead – Analytics and AB Testing** | 06/2022 – 11/2023

- Leading the engineering efforts for AB testing which has produced multiple experiments each driving >4% lift in customer conversions resulting in an additional $130M+ annual revenue for the digital business
- Managing the transition from Google Optimize to Optimizely Web and Feature Experimentation leveraging Akamai Edge Workers allowing for reduced latency, greater stability and shortened time to production
- Collaborate with executive leadership and product managers to set experimentation priorities and roadmaps

**Content Architect** | 01/2021 – 11/2023

- Participated in vendor evaluations when determining the best solution for AEO's content management system
- Technical lead for the transition from Oracle WebCenter Sites to Contentstack
- Eliminated a 3 month development process for customer-facing content modules by developing an integrated Javascript based templating interface which removed all engineering efforts and gave control to the design team while also increasing flexibility
- Leveraged Contentstack SDK and Scene7 capabilities to develop a custom extension allowing content authors to preview media before publishing
- Architect content relationships within headless CMS (Contentstack)
- Architect JSON schema for device agnostic consumption
- Architect CMS interface for content authoring

**Manager – UI Engineering** | 10/2018 – 11/2023

- Grew AB testing team from a single engineer to a fully staffed agile project team of over 25 people
- Developed a decentralization and onboarding plan for AB testing to allow for experimentation to be individually managed within all project teams increasing output, efficiency and velocity
- Resource management for 6 project teams comprised of 30+ contractors
- Oversee career progression and goal development for 4 full-time direct reports
- Facilitate relationships with third party vendors and staffing agencies
- Provide feedback on project feasibility, level of effort, timing and implementation
- Created the UI Engineering internship program which was then used by HR as an example for other departments
- Oversee the template creation for marketing and transactional emails leveraging SendGrid and Bloomreach

**Lead UI Engineer** | 06/2016 – 10/2018

- Drove a $12M annual increase in revenue by delivering multiple personalization features leveraging Adobe Target and the Customer Profile
  - Received an "Eagle's Elite" award as recognition
- Developed custom scripts using Velocity to create various customer attributes giving us the ability to target specialized audience segments
- Developed a framework, integrating with Google Cloud Platform, to allow for various data-driven personalized product widgets to be created, deployed and managed with minimal engineering efforts
- Leveraged GCP to power "Mystery Events" which provides personalized promotional offers to customers
- Ranked in Top 100 Retail Personalization Index by SailThru for personalization features
- Created the Analytics and Web Optimization team focusing on AB testing, personalization, analytics tracking, 3rd party integrations and tag management
- Streamlined Universal Data Object powering our tag management and Google Analytics while also refactoring event tracking resulting in more consistent data
- Designed and implemented the architecture for Tealium iQ libraries and profiles providing us increased efficiency not only within AEO but also our ancillary sites and 3rd party integrations
- Conducted knowledge transfer sessions to delegate tag management responsibilities

**Lead Creative Developer** | 03/2015 – 06/2016

- Personally replaced experimentation contract with Brooks Bell, saving $300K annually
- Managed overall marketing content development and deployment
- Provided on-call support for engineering department
- Facilitated End of Year reviews for engineers

**Senior Creative Developer** | 10/2013 – 03/2015
- Developed a framework allowing for a data-driven product feature "guides" on category pages
- Created a dynamic stop-motion animation leveraging image sprites
- Leveraged PanoVR framework to create a shoppable interactive panoramic product guide
- Mentored fellow engineers

**Level 3 – Creative Developer** - *AEO Brand Lead* | 04/2013 – 10/2013
- Managed and developed all marketing content for AEO brand
- Created a GIT integrated headless CMS allowing content authors to create, manage and update marketing content within the AEO app without needing a release while also removing any possible human error and saving days of manual data entry

**Level 2 – Creative Developer** - *77kids Brand Lead* | 09/2011 – 04/2013
- Managed and developed all marketing content for 77kids brand
- Through pair-programming, developed a responsive, MVC based feature showcasing the new cast of AEO models as part of a back-to-school contest generating $961,067 in revenue and a 77.4% increase in comps
  - Received an "Eagle's Elite" award as recognition

**Level 1 – Creative Developer** | 03/2011 – 09/2011
- Assisted developers
- Assisted with marketing updates

**DUQUESNE UNIVERSITY** | Pittsburgh, PA | 2010 – 2010

**Web Developer**
- Managed the Gumberg Library Site through SCT Sungard Banner Luminis CMS
- Conducted usability testing
- Created the first mobile site for Duquesne University
- Developed a program to renumber incorrectly digitized books saving countless hours of manual work

**FREELANCE** | Pittsburgh, PA | 2007 – Present

**Front-End Developer/Creative Designer**
- Developed a training program application leveraging JSON and PHP that allowed the business user to upload training videos and documents, create an evaluation and receive the results through email
- Created a small image management system leveraging PHP which would dynamically create galleries as well as automatically resize a copy of the images for thumbnails in an effort to increase site speed
- Designed and developed a music player and portfolio using HTML5, CSS3 and Javascript

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## CERTIFICATIONS

| **Oracle WebCenter Sites – Oracle University** | **Tealium – Tealium University** | **Google - Coursera** |
|---|---|---|
| *2015* | *2019* | *2023* |
| Oracle WebCenter Sites 11g Developers Ed 2 LVC | Tealium iQ Basic User Certification | Google Data Analytics Professional Certificate |
| | Tealium iQ Advanced User Certification | |
| | Tealium iQ Technical User Certification | |

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## SKILLS

| **Languages** | **Technical Applications** | **Business Applications** |
|---|---|---|
| JavaScript | Optimizely | Adobe Creative Suite |
| CSS3/Responsive CSS | Google Optimize | Microsoft Office |
| HTML5 | Adobe Test and Target | Microsoft Teams |
| JSON | Tealium iQ | Google Workspace |
| jQuery | Tealium EventStream | Google Meet |
| PHP | Contentstack | Webex |
| XML | Oracle WebCenter Sites | Zoom |
| Bootstrap | Adobe Scene7 | |
| Handlebars | SendGrid | **Development Tools** |
| Underscore | Jira - Atlassian | GIT |
| Velocity | Wiki - Atlassian | SVN |
| SQL | ATG Business Control Center | Terminal |
| R | Bitbucket | Sublime |

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## EDUCATION

| **Penn State University – Behrend** | **California University of Pennsylvania** | **Duquesne University** |
|---|---|---|
| Erie, PA | 2005 – 2006 | California, PA | 2006 – 2009 | Pittsburgh, PA | 2009 - 2010 |
| Electrical Engineering | **Bachelor of Science** | **Master of Science** |
| GPA: 3.43 | Graphic Communications and Multimedia | Media Arts and Technology |
| | SUMMA CUM LAUDE | – Web Development |
| | GPA: 3.944 | GPA: 4.00 |