

Jesika Knowles

WEBSITE PROJECT MANAGEMENT . CONVERSION RATE OPTIMIZATION . CLIENT MANAGEMENT

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I started my journey into the website world back in 2004 and have been immersed in it ever since. Over the years my skill set has grown to include expertise in e-marketing, content management, project management, SEO, and conversion rate optimization—all with a focus on best practices and user experience.

GROWTH PRODUCT MANAGER | CROMETRICS

Remote | January 2017-June 2017

- Improve key website metrics through data-driven experimentation and personalization.
- Partner with clients in ideation, prioritization, road-mapping, design, and approval process for hypotheses generation and Optimizely A/B experimentation.
- Dive deep into experiment results to deliver data story, learnings and recommendations.

PROJECT MANAGER / SEO ASSOCIATE | G5

Bend, OR | November 2013 - July 2016

- Managed inception, planning, design, code, build, test, launch, warranty, and close phases of projects.
- Accountable to financial targets.
- Responsible for key SEO workflow tasks, including but not limited to: Google account setup and configuration, performance level identification, responding to support requests and auditing site health.

CONTENT PRODUCER II | INGRAM MICRO

Santa Ana, CA | July 2006-October 2013

- Wrote and produced web sites, content pages and emails for clients including Apple, Cisco, Hewlett-Packard, IBM, Juniper.
- Developed material collection forms, managed ad hoc requests for content updates, and maintained job tracking system (JTS) and content workflows/processes.

PROJECT COORDINATOR | INGRAM MICRO

Santa Ana, CA | July 2004-July 2006

- Executed clear communication efforts between creative teams and clients by consistently updating involved parties on new project developments via in-house job tracking system (JTS) resulting in on-target, high-quality output that minimized operational expenses



For addition details and recommendations, check out my [LinkedIn profile](#).