

# KENZIE TAFF

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## EDUCATION

University of North Texas	Denton, TX
Bachelor of Science in Merchandising Bachelor of Science in Digital Retail Minor in Marketing	December 2015
University of Denver	Denver, CO
UX/UI Immersive Bootcamp	August 2020 - Present

## PROFESSIONAL EXPERIENCES

### Conversion Optimization Specialist

Belo + Company

March 2019 – Present  
Denver, Colorado

- Managed CRO department with structured timelines for 10-20 clients & various tactics involved in optimization methods. All CRO projects that were managed in MavenLink platform which included resource allocation, forecasting, billing, QA, and working with contracted designers/developers.
- Provided strategic testing recommendations to drive success for clients by providing site audit reports, site page mock-ups, and competitor analysis, and website visual reviews.
- User experience analysis through heat mapping and user session recordings on programs such as Hotjar, CrazyEgg, Mouseflow and Quantum Metric.
- Collaborated closely with development team on implementation from project outline, project QA and to project completion.
- Lead in A/B test set up through Google Optimize and installing optimization tools on client sites including heat maps and user session recordings resulting in over 40% conversion growth for some clients.
- Created structured wireframes through Figma for top tier clients such as Carter's and provided direction to the creative team in order to properly execute visual changes utilizing the best UX practices.
- Utilization of SEO tools such as screaming frog and google search console to optimize for 404 errors and provide on-site search recommendations, category keyword recommendations, and product keyword recommendations.
- Creation & execution of user testing for clients which included custom questionnaires, task creations, and final analysis of user behavior.

### E-Commerce Analyst, L'Oreal Site Merchandising

LiveArea PFS Agency

January 2018 – Present  
Allen, Texas

- Managed Clarisonic account including full assortment of products and implementing sitewide promotions while also using various programming languages to create content and strategize creative placements to provide maximum revenue to site.
- Provided strategic recommendations to drive success for Clarisonic brand such as A/B Tests, custom user experiences, site search recommendations, and final copy reviews as examples.
- Provided exceptional customer service and custom site merchandising asks to all L'Oreal clients, maintaining a high level of satisfaction.
- Worked closely with global developers by assigning tasks through JIRA while also assisting in modifications to existing HTML and JSON, through configured CSS by ensuring managed content functioned appropriately across all user devices.
- Researched, analyzed and interpreted data from platforms such as Salesforce Commerce Cloud, Google Analytics, and RichRelevance providing the most up to date consumer behavior to clients.

### Marketing Coordinator, Standish Salon Goods

Reap Marketing

November 2016 – December 2017  
Dallas, Texas

- Lead all efforts for paid and organic social platform content, while writing and editing copy as well as creating and implementation of graphics. Prepared team with content calendar and created roadmap of weekly social campaigns.
- Managed all customer email curation through Hubspot platform for monthly promotions, new product collections, and customer testimonials thus increasing user traffic. Email A/B testing was also used in increasing open and click rate conversions.
- Implemented new product launches along with weekly price updates based on product inventory and manufacturer promotions driving increase in sales.
- Daily correspondence with manufacturers regarding order shipments, product inventory, and special pricing promotions.
- Worked with graphic designers and developers to implement marketing campaigns from start to finish. Created briefs and assigned tasks through Asana platform to all appropriate tactics.

### Site Optimization Specialist

Signet Jewelers

May 2016 – August 2016  
Irving, Texas

- Pulled weekly analyst reports of consumer click maps through Decibel platform and top driving promotions on homepage and category landing pages, identifying areas of user traffic and engagement.
- Navigation of the website and products for UX analysis and identifying any errors or areas of user friction for the content team.
- Provided ongoing in-depth competitor analysis by capturing competitor homepages/high traffic pages, ongoing promotions, and daily emails.

**User Experience Recruiter**

Usability Sciences Corporation

January 2016 – May 2016

Irving, Texas

- Responsible for recruiting in-house lab users for clients' beta sites based on demographic and psychographic project specifications. Users tested mock site experiences through various devices and brands.
- Provided exceptional customer service to clients and beta site users with communication and flawless user experiences.
- Maintained Usability Sciences database by updating user data from site surveys/emails/phone calls via Salesforce Marketing Cloud.

**E-Commerce Intern**

Sally Beauty Supply LLC

October 2015 – December 2015

Denton, Texas

- Discontinued products through store site, affiliate sites, and AS400 system.
- Updated item descriptions as well as developed copies/headers for various brand categories.
- Transferred product information from buyer emails into excel format with appropriate templates and formulas.
- Merchandised cross-selling/up-selling products on demandware platform for existing PDPs and cart page.

**Merchandising Intern**

Sally Beauty Supply LLC

May 2015 – July 2015

Denton, Texas

- Communicated with national vendors efficiently ensuring products arrived safely and on time to stores.
- Navigated through the AS400 system while updating current product information and statuses.
- Created a solutions guide for all hair care products for new POG launch of January 2016, still exists in stores today.

**PROFESSIONAL ASSOCIATIONS**

- CMHT Dallas Corporate Study Tour, Spring 2013
- CMHT Hong Kong/Beijing Study Abroad, Summer 2013
- Council of Digital Entrepreneurs, Spring 2014 – Spring 2015
- Chief Financial Officer, Bored In Denton, August 2014 – May 2015

**VOLUNTEER ASSOCIATIONS****Teaching Assistant**

Dallas Comedy House

September 2017 – January 2019

Dallas, Texas

- Aided teachers in instructing improv classes ranging from levels of beginners to graduates.
- Helped teach improv concepts and rules for various methods of improvisation to students ranging in all skill levels.
- Encouraged team building exercises and games designed to create a positive group dynamic.
- Responsible for emailing notes that included weekly recaps of class, comedy material to learn from, things to grow and learn as a group and encouraging words on class performance.
- Lead by example by demonstrating skills taught in the classroom at weekly performances as an improv performer at the Dallas Comedy House theater with an improv group of 3 years.