

Contact

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(LinkedIn)

Top Skills

figma

GA4

A/B Testing

Languages

Spanish (Limited Working)

Certifications

Certified Nonprofit Professional

Lydia Ogles

Sr. Manager Web Prod and CRO | Web Strategy/Experience |
Rebranding & Redesign
Provo, Utah, United States

Summary

Drive strategic changes across 30,000+ web pages and 30 simultaneous A/B tests to ensure forward-thinking website evolution and bug-free environment throughout the following projects:

- ✓ CMS migration (DMP to Acquia) and full website redesign (2019)
- ✓ Company rebrand and additional website redesign (2020)
- ✓ eCommerce website build (2022)
- ✓ Introduction of eComm into core lead gen website (2023-current)

Experience

Vivint

5 years 7 months

Sr Manager, Web Production and CRO

December 2023 - Present (1 year 3 months)

Provo, Utah, United States

Manager, Experimentation and Optimization

January 2022 - December 2023 (2 years)

Provo, Utah, United States

In this capacity, I expanded the team, experimentation volume across departments, and handled software contracts.

- ✓ My work in this role allowed us to launch 30 A/B Tests a month across 8 diverse channels, identifying improvements and maintaining a bug-free user experience
- ✓ I generated 33% lift in response rate across organic and paid website activity
- ✓ By managing a \$130K software budget, I am ensuring technology support and growth to drive organizational success
- ✓ I led website redesign and rebranding efforts in consultation with McKinsey & Company to migrate to an e-commerce site without revenue reductions

✓ I re-built CRO processes and projects to improve real-time metrics for individual channels and team members with the capacity to scale into additional areas as needed.

Sr. Program Manager

August 2019 - April 2022 (2 years 9 months)

Provo, Utah, United States

Launched and managed the A/B Testing program that maintained stable conversion rates during Vivint's website redesign, migration to a new CMS. Scaled the CRO program to 15+ tests per month, driving key page conversion growth.

✓ Tested into a new CMS and design for a billion dollar company website with 30K+ pages conducting tests to drive a 10% improvement site-wide for the organization

✓ Led A/B tests on key conversion pages during the rebranding, resulting in a 2% increase in conversion rates through a newly tested design

✓ Through crafting the standard operating procedures (SOP) for the CRO team, I managed and built quality assurance processes for all code launched and created defined parameters for performance

✓ I utilized Asana to illustrate project management tracking across testing efforts, resulting in the creation of a database for easy retrieval of archived testing data

Disruptive Advertising

CRO | Enterprise and SMB Account Manager

August 2017 - January 2019 (1 year 6 months)

Lindon, Utah

Managed CRO clients with monthly spending of \$25K-\$50K, leading strategy, design, development, data analysis, and implementation of A/B testing to drive up to 10% YoY profit growth. Developed website strategies for e-commerce, lead generation, and non-profit websites.

Goldman Sachs

Summer Analyst | Private Wealth Management

May 2016 - August 2016 (4 months)

Greater Salt Lake City Area

Assisted in preparing all UK tax reports for private wealth clients by calculating proper treatment and taxability of all transactions along with a 45-step procedures manual to ensure data quality.

Education

University of Utah

Full Stack Coding Boot Camp · (November 2024 - May 2025)

Brigham Young University Marriott School of Business

B.S. Business Management, Marketing

Snow College

Associate of Arts