

# TAYLOR C. ROSE

TRROSE10@GMAIL.COM | 1817 W. 645 S. OREM, UT 84058 | 801.900.1456

## EXPERIENCE

### **Vivint | November 2013 to Present**

Conversion Optimization & Web Analytics Manager

- Oversee Vivint's web analytics initiatives: development, tag management, and reporting of web properties
- Manage a team of Optimization Specialists, Front End Developers, and Web Analysts
- Create testing road maps to communicate expectations for executive teams
- Drive conversion rate lifts through A/B, multivariate, and targeted experiments using Adobe Target
- Architected and coded vivint.com's custom implementation of Adobe Analytics
- Oversee integration of third-party systems and platforms, e.g, call tracking and affiliate dashboarding
- Manage relationships and contract negotiations for new web tools and products
- Developed strategy and execution of email nurture tracks

### **One on One Marketing | January 2013 to November 2013**

Conversion and Testing Manager

- Directed One on One Marketing's conversion rate and web experience goals
- Established a track record of finding large conversion lifts through A/B and multivariate testing
- Project managed the development, creative, QA, and analysis on all One on One web assets
- Utilized Adobe Analytics toolsets to monitor performance, identify red flags, and uncover opportunities
- Created, monitored, and interpreted conversion tests using Adobe Target
- Drove conversion goals through comprehensive test plans and road maps

### **Imagine Learning | April 2010 to January 2013**

Internet Marketing Coordinator

- Utilized Test & Target, Google Analytics, and Marketo to monitor campaign performance and strategize optimization opportunities for advertisements, landing pages, and emails
- Designed and implemented email nurturing programs for demand generation
- Developed content marketing strategies and landing page tests that resulted in more than 2X conversion rates
- Worked with webmaster and third-party designers to plan the rebuild of imaginelearning.com's user experience and information architecture

### **Harold B. Lee Library Multimedia Production | May 2009 to April 2010**

Motion Graphics Designer

- Mastered Photoshop, Illustrator, and After Effects to create still and motion graphics

## EDUCATION

### **Brigham Young University | April 2010**

BA, Fine Arts and Communications, English

- Awarded an ORCA Grant to research and develop new media communications
- BYU Student Leadership—Convergence Club President

## VOLUNTEER WORK

### **The Church of Jesus Christ of Latter-day Saints | June 2004 to July 2006**

Church Mission—Lima, Peru