

TAYLOR C. ROSE

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SPECIALTIES

Conversion Optimization Testing • Segmentation and Targeting • Web Analytics • User Experience Strategy
Marketing Automation • Email Nurturing • Direct-Response Copywriting • Content Marketing

EXPERIENCE

Vivint | November 2013 to Present

Conversion Optimization Specialist

- Oversee Vivint's web analytics initiatives: maintain and utilize Adobe Analytics toolsets (SiteCatalyst, Ad Hoc, Reports Builder) to measure, report, and optimize demand generation programs
- Create testing road maps to communicate expectations for executive teams and facilitate project coordination between development, design, and marketing teams
- Drive conversion rate lifts through A/B, multivariate, and targeted experiments using Adobe Target
- Initiated behavioral targeting practices by building propensity and product affinity scoring models

One on One Marketing | January 2013 to November 2013

Conversion and Testing Manager

- Directed One on One Marketing's conversion rate goals and optimization efforts
- Established a track record of finding large conversion lifts through A/B and multivariate testing
- Project managed the development, creative, QA, and analysis of One on One's landing pages
- 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 for various promotions, displays, and events

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