

Zander Aycock

Senior Conversion Rate Optimization Specialist

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Case Studies: <https://zanderaycock.com/case-studies/>

WORK EXPERIENCE

Conversion Specialist (2023 - Current)

The Johnson Group - Chattanooga, TN - Remote

- Design, build and execute iterative site testing strategy and analysis to improve conversion rate and ROI.
- Define, execute and analyze web reporting to uncover critical observations and trends that will maximize marketing efforts.
- Conduct in-depth analysis of data and reports by combining and interpreting external and internal quantitative and qualitative data, processes and development and by data mining for correlations, trends, outliers and probabilities.
- Analyze, publish, and present CRO research and testing findings.

Conversion Rate Optimization & Measurement Manager (2021 - 2023)

Epic Notion - Charlotte, NC - Hybrid

- Implement data-driven strategies to enhance customer journey, increasing overall conversion rates by an average of 47%.
- Conduct comprehensive data analysis to identify website performance issues and opportunities for optimization.
- Develop and optimize landing pages to generate leads
- Strategize, conduct, and manage experiments using A/B Split-Testing and other conversion optimization tactics
- Planning and setting up website tracking and owning tracking integrations for 70+ clients using Google Tag Manager, Google Analytics 4, and 3rd-Party Software
- Developed 40+ standard operating procedure documents to form an organized company knowledge library

Digital Marketing Associate | Ecommerce & Content (2016 - 2021)

Vocational Media Group, LLC - Fort Mill, SC

- Generating hundreds of landing pages, successfully collecting over 50,000 active subscribers - which led to being an integral role in annual revenue growth from \$750k to \$8M
- Craft and implement a competitive and measurable social strategy to improve client engagement, and opportunity revenue
- Research, create and edit content for all channels: emails, social media, chatbot, online marketplaces, and digital advertising
- Manage product catalogs of 200+ SKUs, including directing & creating video content, graphics, and product photography
- Create and optimize content assets to increase awareness, campaign effectiveness, and lead generation

Social Media Marketing Manager & Paid Media Buyer (2015)

Sloan Industries - Rock Hill, SC

- Increased SkyVue Outdoor TVs' Facebook Page Likes from 1,600 to 14,000 in 8 months
- Reduced ad cost on Facebook Page Likes campaign from \$1.00/like to \$0.16/like using A/B Testing
- Curated product listings using Magento and WordPress for two e-commerce websites while updating Google Shopping feeds

ADVANCED SKILLS

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|---------------------------------|--------------------------------|--|------------------------|
| • Landing Page Optimization | • Conversion Rate Optimization | • Google Analytics 4 & Google Tag Manager Setups | • Marketing Automation |
| • A/B Testing & Experimentation | • Funnel Optimization | • Analyzing Data | • Marketing Strategy |

EDUCATION

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|---|--|--|
| • CXL Institute - Online - CXL Certified Optimizer - 2023 | • Invesp Academy - Online - Conversion Optimization Mastery - 2023 | • Spartanburg Methodist College - Spartanburg, SC - 2009 to 2010 |
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