

ZANDER AYCOCK

Conversion Rate Optimization Specialist | GA4 & GTM Implementation | A/B Testing & Experimentation

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PROFESSIONAL SUMMARY

Conversion Rate Optimization Specialist with 11+ years of experience running A/B testing programs and owning full analytics implementation across two digital marketing agencies. More technical than most CROs. I build and maintain GA4 properties, GTM containers, and custom tracking architectures, which means fewer handoffs, faster implementation, and cleaner data than most experimentation programs run on. I've run CRO programs independently across trucking, talent acquisition, senior living, childcare, home services, CPG, eCommerce, and more, from hypothesis to test to stakeholder reporting. Featured by Convert.com as an experimentation practitioner.

EXPERIENCE

Conversion Rate Optimization Specialist · Johnson Group | Oct 2023 – Oct 2026

Full-service digital marketing agency · Remote

- Sole analytics engineer for 10 client accounts - own all GA4 property setup, GTM container architecture, custom event tracking, and conversion measurement for an agency of ~100 employees
- Build and execute CRO testing roadmaps across landing pages, homepages, and checkout flows - running A/B and multivariate tests using Convert.com to improve CVR, reduce friction, and increase revenue per visitor
- Contributed to early page design for American Veterinary Group's 90-site build and owned the full tracking infrastructure - custom GTM event architecture, GA4 implementation, and BigQuery integration syncing GA4 and Google Search Console across all properties
- Design and build AMP landing pages and dedicated paid media campaign pages, managing multiple domains and tracking setups per client
- Identify friction points and user behavior patterns using Microsoft Clarity, heatmaps, and session recordings to prioritize test hypotheses
- Deliver weekly analytics reports and CRO findings to client stakeholders across trucking, childcare, salon, and talent acquisition verticals
- Collaborate with creative, development, and paid media teams to execute conversion-driven site and landing page experiments

Key Results:

- **+55% monthly revenue - TVC Pro-Driver:** rebuilt landing page with mobile-first layout, phone-call value prop, and stacked proof; also drove +209% cart visitors, +28% LTV per purchase, +21% web sales
- **+129% CVR lift - Love's Travel Stops:** paid campaign landing page test; also tested variants for OTR Pro (+35%), TA Petro (+12%), RTS (+10%), and Pilot (+6%)
- **+23.44% opt-in rate - Hair Cuttery Careers:** mobile exit-intent pop-up redesign; reduced fields, minimized legal copy, rebuilt for thumb-reach viewports
- **+19% CVR / +24% RPV / +33% initiate checkout - TVC Pro-Driver:** homepage A/B test restructuring navigation and CTA hierarchy

- **+14.13% CVR / +196 net form leads - The Learning Experience:** Schedule a Tour form redesign; statistically significant across 300+ franchise locations
- **+7.87% tour form CVR / +8.44% phone clicks - The Learning Experience:** homepage restructure routing parents to nearest center faster

Conversion Rate Optimization & Measurement Manager · Epic Notion | Mar 2021 – Sep 2023
Digital marketing agency · Charlotte, NC (Hybrid)

- Drove average 47% conversion rate lift across client portfolio through A/B testing, UX analysis, landing page optimization, and checkout friction reduction - managing strategy and execution independently
- Owned all GTM and GA4 tracking for 70+ clients - built tagging architecture, conversion events, custom dimensions, and Looker Studio reporting dashboards from scratch
- Planned, executed, and analyzed A/B and multivariate experiments across eCommerce, lead gen, and service-based clients using Convert.com and FigPii
- Integrated client websites with HubSpot, Salesforce, and ActiveCampaign via Zapier and Webhooks - streamlining lead tracking and attribution
- Developed 40+ SOPs for CRO and analytics processes, building the company's first structured knowledge library
- Collaborated with paid media, creative, and development teams to execute conversion-focused landing page and funnel tests

Key Results:

- **+237% CVR lift - home services client:** headline rewrite focused on outcome-driven, action-oriented copy
- **+101% conversion lift - senior living community:** hero section messaging and CTA restructure
- **+96% CVR lift - radiology & oncology network:** optimized headlines with action-oriented verbs
- **47% average lift - across full client portfolio:** sustained across all A/B testing engagements during tenure

Senior eCommerce Specialist · Klik Marketing | Jan 2021 – Mar 2021
Fort Mill, SC · On-site

- Developed and managed sales funnels and paid media campaigns for clients and in-house brands
- Optimized eCommerce strategies using technical and creative solutions across Shopify and WordPress

Digital Marketing Associate · Vocational Media Group | Feb 2016 – Jan 2021
Fort Mill, SC · On-site · 3-person marketing team

- Integral contributor to revenue growth from \$750K to \$8M annually - owned all marketing systems, funnel architecture, and Amazon catalog management as one of three employees
- Generated 500,000+ active email subscribers through hundreds of landing pages and lead magnet campaigns across multiple DTC brands
- Managed 200+ SKU product catalogs on Amazon - separating and combining listings, optimizing images, copy, and titles for search and conversion
- Built and maintained 15+ brand websites on WordPress and Shopify, driving SEO-led organic traffic growth
- Created and managed Facebook and Instagram ad campaigns, email sequences, chatbot flows, and content across all brand channels

SKILLS & TOOLS

A/B Testing & Experimentation Convert.com, Figma, multivariate testing, hypothesis development, test analysis, experimentation roadmaps	Analytics & Tracking GA4, GTM (advanced), Google Data Studio, custom event architecture, advanced conversion measurement
Behavioral Analysis Microsoft Clarity, Hotjar, FullStory, FigPii, heatmaps, session recordings, funnel analysis	Technical HTML, CSS, JavaScript (tracking & QA), Zapier, Webhooks, CRM integrations
eCommerce & CMS Shopify, WordPress, HighLevel, Unbounce, ClickFunnels, BigCommerce, Amazon Seller Central	Automation & AI Claude, ChatGPT, Manus, Lovable, Make, Zapier, including vibe coding and AI-assisted workflow builds

EDUCATION & CERTIFICATIONS

- **CXL Certified Optimizer** · CXL Institute · 2023
- **Conversion Optimization Mastery** · Invesp Academy · 2023
- **Google SEO Fundamentals** · University of California, Davis · 2025
- **Spartanburg Methodist College** · 2009–2010

RECOGNITION & FEATURES

- Featured by Convert.com as an A/B testing and experimentation practitioner, interviewed for [Testing Mind Map Series: How to Think Like a CRO Pro \(Part 58\)](#)