ZANDER AYCOCK

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PROFESSIONAL PROFILE

I build the whole conversion layer for a team, from the hypothesis and the test to the GA4 and GTM tracking underneath it and the readout that gets a decision made. Across 11+ years in eCommerce, trucking, childcare, healthcare, talent acquisition, and home services, I have paired behavioral science with clean data so a test answers the question it was built to ask. I use Claude daily, apply schema markup and structured FAQs for search and AI search, and own the measurement work most CROs hand off.

KEY HIGHLIGHTS

- **+55% monthly revenue, trucking subscription brand** - mobile-first landing page rebuild with stacked social proof and a phone-call value prop; also +28% LTV per purchase and +21% web sales
- **+23.44% opt-in rate, national salon brand** - mobile newsletter exit-intent redesign with fewer fields, a thumb-reach layout, and minimized legal copy
- **+14.13% CVR, childcare franchise network** - Schedule a Tour form rebuild, statistically significant; diagnosed drop-off with GA4, recordings, and hands-on QA, then designed the new form and specified it for the developer
- **47% average CVR lift across a client portfolio, Epic Notion** - A/B testing, UX analysis, landing page optimization, and checkout friction reduction sustained over 2.5 years
- **100+ clients set up on GA4 and GTM** - including 70+ UA to GA4 migrations and tracking for a 90+ site veterinary network (custom GTM events, GA4, and a BigQuery sync of GA4 and Search Console)
- **$750K to $8M annual revenue growth, Vocational Media Group** - owned funnel architecture, landing pages, and email as one of three marketers; built a 500,000+ subscriber list

SKILLS & TECHNOLOGY

A/B Testing	Conversion Tracking	HighLevel	PIE / ICE / PXL / RICE Scoring
ActiveCampaign	Convert.com	Hotjar	Salesforce Integration
Ad Creative	Customer Journey Mapping	HTML / CSS / JavaScript	Sample Size Calculation
Amazon Seller Central	Data Layer Strategy	HubSpot (Workflows)	Schema Markup
Analytics Implementation	Email Marketing (Klaviyo)	Hypothesis Development	SEO (Technical SEO)
Audience Segmentation	Experimentation Roadmaps	Information Architecture	Shopify
Bayesian Analysis	Facebook & Instagram Ads	Landing Page Optimization	SOP Documentation
Behavioral Analysis	Figma	Lead Generation	Split Testing
BigQuery	FigPii	Looker Studio	Stakeholder Reporting
CallRail	Form Optimization	MECLABS Heuristics	Statistical Analysis
Cialdini Persuasion Principles	Funnel Analysis	Microsoft Clarity	Test QA
Claude (AI-Assisted Workflows)	GA4 (Google Analytics 4)	Mobile UX Optimization	UA to GA4 Migration
ClickFunnels	Generative Engine Optimization (GEO)	Multivariate Testing	Unbounce
Consent Management (CCPA)	Google Search Console	Paid Media Pixels	UX Research (Lyssna)
Conversion Copywriting	Google Tag Manager (Advanced)	Paid Social	WordPress
Conversion Rate Optimization (CRO)	Heatmap & Session Recording Analysis	Personalization	Zapier

EXPERIENCE

Conversion Rate Optimization Specialist | Johnson Group

Full-service digital marketing agency · Remote · Oct 2023 – Oct 2026

- **Up to 3 client experimentation programs at a time** - owned each roadmap in Convert.com from research to coded variants, QA, and launch; hypotheses came from GA4 drop-off paired with Clarity and Hotjar recordings, prioritized with a hybrid PXL and RICE model; sample size and duration set before launch, SRM checks on every test, Bayesian and frequentist results reviewed
- **+14.13% CVR, childcare franchise network** - diagnosed a broken, high drop-off Schedule a Tour form, designed the rebuild, wrote the developer requirements, and A/B tested old against new
- **+23.44% opt-in rate, national salon brand** - newsletter exit-intent redesign; reduced fields, rebuilt for thumb reach, minimized legal copy
- **+55% monthly revenue, trucking subscription brand** - mobile-first landing page rebuild; +28% LTV per purchase, +21% web sales
- **10 client accounts** - sole owner of GA4, GTM, and conversion tracking, from property setup and container architecture to custom events, paid media pixels (Meta, TikTok, LinkedIn, CTV, DV360, Floodlight), and CCPA consent through CookieYes, OneTrust, and Cookiebot

- **90+ site veterinary network** - contributed to early page design and owned the tracking infrastructure, including a BigQuery sync of GA4 and Search Console across all properties
- **Weekly analytics and CRO readouts** - turned GA4 data, heatmaps, and test results into recommendations; presented audits as on-call subject matter expert and built C-suite slide decks
- **Talent acquisition and careers sites** - analyzed user paths, optimized paid landing pages, ran CRO audits and Convert.com A/B tests, and reviewed Clarity recordings and heatmaps; owned the tracking
- **Paid media landing pages including AMP pages** - built post-click pages with paid media and development teams; owned information architecture for website builds
- **Schema markup, structured FAQs, and GEO** - applied schema and FAQ content for SEO and AI search, spent significant time on GEO, and uses Claude daily

Independent CRO & Analytics Consultant | Sharpen Marketing

Self-employed · Remote · 2015 – Present

Owner-operated consulting practice serving small businesses on conversion optimization, GA4 implementation, SEO, and landing page strategy.

- **20+ custom Claude skills** - built an AI-assisted reporting system and a skills library for audits, SEO, and project management, plus a proprietary audit framework
- **15K+ member community and 1,000+ newsletter subscribers** - owner and publisher of Rock Hill Connection since 2021, a local media platform with a business directory, events calendar, sponsorship program, and local SEO content system

Conversion Rate Optimization & Measurement Manager | Epic Notion

Digital marketing agency · Charlotte, NC (Hybrid) · Mar 2021 – Sep 2023

- **47% average CVR lift across a client portfolio** - A/B testing, UX analysis, landing page optimization, and checkout friction reduction; owned strategy and execution in Convert.com, FigPii, and Unbounce
- **70+ clients migrated from UA to GA4** - owned tagging architecture, conversion events, custom dimensions, and Looker Studio dashboards built from scratch; managed CallRail call tracking with dynamic numbers and call quality scoring
- **40+ SOPs** - created the company's first structured knowledge library for CRO and analytics; built a GA4 training wiki with documentation and screen-share videos for a client, and trained a nonprofit client on HubSpot workflows
- **+96% CVR, radiology and oncology network** - headline optimization with action-oriented verbs; also wrote the headline and hero copy behind home services and senior living test wins
- **Klaviyo flows and HubSpot workflows** - built email flows and workflows, and integrated client sites with HubSpot, Salesforce, and ActiveCampaign through Zapier and webhooks

Digital Marketing Associate | Vocational Media Group

Fort Mill, SC · Feb 2016 – Jan 2021 · 3-person marketing team

- **$750K to $8M annual revenue growth** - owned marketing systems and funnel architecture across multiple DTC brands as one of three employees
- **500,000+ active email subscribers** - generated through hundreds of landing pages and lead magnet campaigns; built chatbot flows and ran Facebook and Instagram ad campaigns with their ad creative
- **200+ SKU product catalogs on Amazon** - optimized listings, images, copy, and titles for search and conversion
- **15+ brand websites** - built and maintained on WordPress and Shopify, driving SEO-led organic traffic growth

Senior eCommerce Specialist | Klik Marketing

Fort Mill, SC · Jan 2021 – Mar 2021

- **Sales funnels and paid media campaigns** - developed and managed for clients and in-house brands across Shopify and WordPress

EDUCATION & CERTIFICATIONS

CXL Certified Optimizer | CXL Institute | 2023

Conversion Optimization Mastery | Invesp Academy | 2023

Google SEO Fundamentals | University of California, Davis | 2025

Applied Neuromarketing and **Digital Psychology & Behavioral Design** | CXL Institute

Additional CXL coursework - Heuristic Analysis, Statistics for A/B Testing, Experimentation Program Management, Voice of Customer

Analytics - Google Analytics Certification; Analytics Mania GA4; LinkedIn Learning Advanced GA4; Analytics Media GTM (Intermediate and Advanced)

HubSpot - Sales Software Certified; Email Marketing Certified

Spartanburg Methodist College | 2009 – 2010

RECOGNITION & FEATURES

- **Convert.com Testing Mind Map Series, Part 58** - featured as an A/B testing and experimentation practitioner