

# Josh Jennings

## Web Design & Conversion Rate Optimization Specialist

*with 10 years of experience in marketing, design, and experimentation.*

### PORTFOLIO

jenningscreate.com

### CONTACT

jenningscreative@gmail.com

512-740-7076

## Commerce (formerly BigCommerce)

### SENIOR WEBSITE STRATEGY MANAGER | AUG 2025 - PRESENT

- Managed a team of website optimization specialists focused on SEO, CRO, and UX research.
- Coordinated and prioritized all new projects for optimizing and improving website performance.
- Drove SEO strategy for driving traffic. Implemented agentic search optimization tactics to attain AI citations and monitored these in Scrunch AI and Amplitude AI.
- Conduct website data analysis and user research testing to identify opportunities for improvement.
- Coordinated the strategy, user journeys, and architecture of the feedonomics.com website redesign.

### CONVERSION RATE OPTIMIZATION MANAGER | JAN 2022 - AUG 2025

- Prioritized, launched, and analyzed A/B tests on BigCommerce.com based on business goals and potential for improvement.
- Gathered insights into visitor behavior by soliciting user testing feedback using Wynter to identify opportunities for improvement.
- Managed analytics data intake through Segment and Amplitude for reporting purposes. Created dashboards to monitor conversion rates, clicks, scroll depth, video plays, and other types of engagement.
- Coordinated website strategy across product marketing, design, copywriting, and demand generation teams.
- Trained designers and publishers in A/B testing and website strategy.
- Oversaw the implementation of a new server-side experimentation tool Amplitude Experiment.

## (un)Common Logic

### LEAD CRO SPECIALIST | NOV 2021 - JAN 2022

- Streamlined CRO services by establishing documentation for experimentation processes.
- Led experimentation strategy across all accounts based on client KPIs and user behavior analysis.
- Trained and managed a team of CRO specialists and developers.

## EDUCATION

### University of Texas

Masters in Advertising, Stan Richards School of Advertising (in progress, graduating in May 2025)

### Texas Creative Program

Specializing in copywriting and generation of ideas for compelling ad campaigns.

### Concordia University Texas

Bachelors of Communication, Public Relations

## SKILLS & TOOLS

### Advertising

- Idea Generation
- Ad Copywriting
- Print Design
- User Research
- Persona Development
- Experimentation

### Web Design

- Figma
- Photoshop & Illustrator
- HTML, CSS, & Javascript
- A/B Testing

### Analytics & Research

- Conducted screening and hiring for new CRO analyst candidates.

#### SR. CONVERSION OPTIMIZATION ANALYST | NOV 2020 - NOV 2021

- Trained digital marketing analysts on CRO quantitative/qualitative analysis, testing methodology, and UX/UI best practices.
- Developed reporting systems and Google Data Studio dashboards.
- Analyzed user behavior using analytics data and heatmaps, identifying friction points for optimization.
- Strategized and prioritized a pipeline of A/B tests in Google Optimize based on analysis for multiple clients.
- Planned and managed user testing sessions by analyzing sessions for friction points and optimization opportunities.

### Geek Powered Studios

#### PROJECT MANAGER | MAY 2020 - NOV 2020

- Led the creation of a company wiki website on WordPress
- Established scalable processes for client marketing strategies
- Coordinated scheduling of projects for over 50 clients
- Managed and prioritized workloads for a team of 15 employees among SEO, PPC, web design, social media, and email departments

#### MARKETING STRATEGIST | JUL 2019 - MAY 2020

- Managed a team of web design, SEO, and PPC specialists
- Monitored client performance metrics with lead generation conversions and ecommerce purchases
- Planned marketing strategies for each client
- Developed company processes and best practices

#### CONVERSION OPTIMIZATION SPECIALIST | MAR 2019 - JUL 2019

- Designed and built websites on WordPress and Shopify
- Established UX/CRO web design best practices to ensure quality standards on every website
- Established wireframing process with persona analysis, competitor research, and conversion rate optimization
- Conducted A/B testing experiments with Google Optimize
- Introduced Adobe XD and Webflow to speed up design time and iteration cycles

### IgnitedLocal / SeedLogix

#### MANAGER OF DESIGN & DEVELOPMENT | OCT 2018 - MAR 2019

- Managed and trained a team of 6 web design contractors.
- Conducted UX research and user testing on proprietary SeedLogix

- Amplitude Analytics
- GA4
- User Testing (Wynter)
- Twilio Segment
- Google Tag Manager
- Heat Mapping

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*"[Josh] was able to find new opportunities for our company and was self-driven to research and adopt new tactics we previously did not have. In those situations, I was very impressed with how much care he took in being both thorough in his research and creating trainings for the whole team to benefit from his research."*

#### Josh Cuttill

**Director of Web Strategy,**  
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CMS and website builder.

- Worked directly with clients to understand their needs and execute a strategy to achieve their business goals.

#### WEB DESIGNER | MAR 2018 - OCT 2018

- Developed a systematic process for wireframing conversion-focused website architecture.
- Designed and developed websites with HTML and CSS.
- Wrote Javascript & jQuery for custom website functionality.

### Catalyst Marketing

#### INTERACTIVE MANAGER | SEP 2016 - MAR 2018

- Managed a team of web design, email, SEO, and PPC marketing specialists.
- Worked directly with clients to strategize marketing plans.
- Developed team processes for efficiency and scalability, and documented them in a company wiki.
- Oversaw execution of portfolio-wide integrated marketing campaigns across 25 different student housing properties.
- Coordinated and trained freelance SEO specialists.

#### WEB DESIGNER & SEO SPECIALIST | OCT 2014 - SEP 2016

- Designed and developed websites on WordPress.
- Designed and deployed regular email campaigns.
- Designed brand guidelines for student housing properties.
- Developed a standardized 12-month SEO process.
- Managed over 40 client SEO campaigns on a monthly basis.

#### CREATIVE INTERN | MAY 2014 - OCT 2014

- Designed and built websites with the Divi WordPress theme.
- Designed email graphics and coded designs in Mailchimp.
- Designed brochures and print materials.

### World Class Capital Group

#### WEB DESIGNER & SEO CONSULTANT | DEC 2014 - JUN 2015

- Designed websites on WordPress for real estate properties.
- Provided SEO recommendations for national storage companies.
- Coordinated a team of interns for rapid development.

*"I worked with Josh on digital marketing and SEO for a large number of client accounts. He managed the Interactive team with a portfolio of websites and campaigns that attracted over 80K visitors per month. I was impressed with Josh's ability to manage the entire interactive stack... and the high-quality websites he produced."*

**Anthony Blatner**  
**Chief Advertising Officer,**  
Speedwork

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