LISA BROWNSCHIDLE

hello@lisabrownchidle.com

With a decade of experience in digital marketing, I specialize in conversion rate optimization (CRO), user experience (UX) research, and website development strategies. I'm passionate about crafting experiences that convert and resonate with users.

• Most recently I have owned the growth strategy for a diverse portfolio of B2B, B2C, and DTC websites, maximizing ROI across multiple digital channels for sales-qualified leads (SQLs) through ongoing data-driven experimentation.

PROFESSIONAL EXPERIENCE:

Senior CRO & Analytics Strategist, Portent   08/2022 - 05/2024

• Collaborated with marketing and development teams to optimize website and landing page performance through iterative AB, Redirect, and Multivariate testing using VWO & Optimizely.

• Performed user research evaluations, including design surveys, prototype testing, card sorting, and preference tests to understand qualitative aspects of user behavior.

• Measured quantitative testing impact on KPIs with click, scroll, and conversion events implemented in Google Tag Manager, tracked through Google Analytics 4, and presented to stakeholders via Looker Studio.

• Utilized HotJar heatmaps and screen recordings to inform heuristic-driven UX improvements for landing page and web element designs that were prototyped within Figma.

• Well-versed in the nuances of website architecture with a structural understanding of HTML, CSS, JS, and DevTools.

Digital Product Manager, Mainstreethost   08/2017 - 08/2022

• Introduced and organized a formal launch pipeline for all WordPress & Shopify development and migration projects, incorporating thorough audits and maintaining strict quality control standards based on current UX best practices.

• Managed launch roadmaps and backlogs, reducing bottlenecks and increasing successful launches by 63% YoY.

• Bridged the gap between non-technical account reps, web developers, and IT teams to communicate client goals from concept meetings and DNS changes to post-launch wrap-ups, reducing client churn by 26% YoY.

• Performed usability studies on a per-client basis to create buyer personas used in the initial design of wireframes and mockups.

Search Engine Optimization Team Lead, Mainstreethost   06/2015 - 08/2017

• Acted as a client service liaison, utilizing resources from the SEO team to resolve client concerns promptly and efficiently, decreasing chargebacks by 17% YoY.

• Oversaw the development of 25+ employees and trained new hires on SEO best practices to drive business goals.

• Worked with upper management to identify growth opportunities, improved workflows to better allocate team resources, and introduced a Jira ticketing system to promptly resolve interdepartmental requests.

Search Engine Optimization Strategist, Mainstreethost   09/2013 - 06/2015

• Oversaw the organic strategy of 20+ websites with detailed keyword rank tracking, resolving indexing/crawling errors, and managing sitemaps, tags, and redirects to ensure optimal website performance.

• Monitored organic performance in Google Analytics and Search Console to analyze KPIs and drive continuous improvement in search engine visibility.

EDUCATION:

Bachelor of Science, Marketing - Canisius University

SKILLS + TOOLS:

AB Testing (VWO, AB Tasty, Optimizely, Convert), Business Insights (GA4, Looker Studio, Google Tag Manager), User Research (UserTesting, Lyssna), User Experience, UX Design (Figma, Unbounce), Behavioral Analytics (HotJar, Mouseflow), Agile Project Management (Jira, SmartSheet, Asana, Trello), CMS (WordPress, WooCommerce, Shopify, Magento), CRM (HubSpot, Salesforce) Programming Languages (HTML, CSS, JavaScript), SEO (ScreamingFrog, Ahrefs, Search Console, STAT, Moz)