

Milly Dellamonica

Conversion Rate Optimization Manager

Profile

I am a Conversion Rate Optimization Manager with over 5 years of experience. I have worked in various industries and have been able to successfully increase conversion rates for my clients. I specialize in A/B testing, web analytics, user experience, and CRO strategy. I am extremely data-driven and always look for ways to improve the user experience on a website or application which leads to increased conversions.

Employment History

Conversion Rate Optimization Manager at Crazy Egg, FL

Apr 2022 - Present

- Implemented an A/B testing program that increased conversion rates by 15%.
- Created and executed a plan to improve website usability which led to a 10% increase in conversions.
- Developed targeted landing pages that resulted in a 5% higher conversion rate.
- Conducted user research studies that uncovered key insights used to improve the design of the website resulting in a 2.5% increase in conversion rates.
- Wrote copy for call-to-actions, forms, and other elements on the website which boosted conversions by 1.5%.
- Analyzed data from multiple sources (e.g., Google Analytics, Heatmaps) to identify areas for improvement on the website leading to increases in conversion rates.

Lead Conversion Rate Optimization Manager at HotJar, FL

Sep 2017 - Mar 2022

- Implemented a/an lead conversion rate optimization program that increased leads by 25%.
- Created and executed A/B testing programs that improved click-through rates by 15%.
- Led a team of 4 analysts in developing creative solutions to increase website traffic.
- Wrote custom SQL queries to identify areas for improvement in the customer journey.
- Generated weekly, monthly, and quarterly reports on progress against goals.

Education

Bachelor of Science in Marketing at University of Florida

Sep 2012 - May 2017

I've learned how to conduct market research, how to develop marketing plans, how to create advertising campaigns, and how to measure the effectiveness of marketing programs.

Details

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Links

[linkedin.com/in/millydellamonica](https://www.linkedin.com/in/millydellamonica)

Skills

A/B Testing

User Research

Data Analysis

Conversion Rate Optimization

Landing Page Optimization

Split Testing

Languages

English

Japanese

Hobbies

Listening to music

Watching movies

Travelling