Whitney Ore
Web Strategy Manager

Experienced Website Manager with a passion for UX design, web analytics, and CRO. Proven track record of designing and implementing user-centered websites that drive conversions and improve overall user experience. Skilled in conducting user research, designing user interfaces, and analyzing website data to identify areas for improvement. Proficient in a range of web analytics tools and techniques to track website performance and implement data-driven optimization strategies.

Contact

Phone
774-633-5091

Email
whitt247@gmail.com

Skills

- Conversion Rate Optimization (CRO)
- A/B Testing
- Web Analytics
- User Experience (UX) / User Interface (UI)
- Web Strategy
- Search Engine Optimization (SEO)
- HTML / CSS
- Web Accessibility - ADA/WCAG
- Project Management
- Troubleshooting
- Stakeholder Collaboration

Tools / Software

- WordPress
- Drupal
- Asana / JIRA
- Figma
- Google / Heap Analytics
- Crazy Egg / Hotjar
- Optimizely / VWO
- SEMRush / Ahrefs
- Hubspot
- Salesforce
- Siteimprove / Monsido
- Adobe Creative Suite

Relevant Experience

December 2023 - Current

Coupa Software

Sr. Global Web Strategy Manager – B2B

- Support and mentor a team of web developers, providing guidance and fostering their career growth.
- Lead the development and implementation of a comprehensive Figma design system, ensuring a cohesive and intuitive user experience across all digital touchpoints.
- Define and execute Coupa's global website vision and strategy, enhancing user experience and driving site engagement and conversion.
- Collaborate cross-functionally with digital team members, content, design, and product marketing to improve the user experience of Coupa.com and subdomains.
- Analyze page performance and user behavior to generate data-driven hypotheses, optimizing onsite user journeys.
- Lead executive reviews to drive results and ensure alignment with business goals.
- Support and mentor a team of web developers, providing guidance and fostering their career growth.

June 2022 - December 2023

Starburst Data

Web Marketing Manager – B2B

- Ongoing management of high-volume website updates via WordPress
- **Strategy Development:** Develop and implement effective online strategies to enhance digital presence and achieve goals.
- **Website Optimization:** Optimize website for visibility, usability, and conversion rates through audits and performance analysis.
- Launch and implement A/B testing roadmap with user experience and design best practices.
- **Analytics and Reporting:** Analyze website and campaign data, track KPIs, and provide insights for performance improvement.
- User Experience (UX) / User Interface (UI): Enhance website interfaces and usability through testing and data driven decisions.
- **Collaboration and Communication:** Coordinate with cross-functional teams to align strategies and implement web projects.
- Industry Knowledge and Trends: Stay updated on industry advancements and leverage emerging technologies for improved web strategies.
- Build and execute effective search engine optimization (SEO) strategies to increase qualified traffic for a global website.

April 2022 - June 2022

Bath & Body Works

Technical Operations Analyst – B2C

- Responsible for monthly sprint release documentation, planning, and delivery.
- Responsible for transactional eCommerce site operations, production, and monitoring of uptime and functionality.
- Troubleshoot production issues with the ability to dig deep into problems across multiple systems (eCommerce platform, OMS, SFMC, etc) at various levels.
- Architect and support continual process improvements to reduce costs, increase revenue and optimize cycle times.
- Deploy / implement new systems and integration processes.
- Perform daily review of various global systems and data – perform data analysis and reporting, review system and application logs to monitor system stability.
- Monitor and recover down eCommerce systems as needed.
- Help perform, plan, and coordinate routine maintenance across all eCommerce systems.

April 2018 - March 2022

Worcester Polytechnic Institute, Worcester, MA

Web Support & Accessibility Specialist II – B2C

- Provided ongoing support for 250+ web managers campus-wide that included training, help guides, system provisioning, and troubleshooting issues.
- Supervise a student help desk group of six that provide website support to the WPI community; also responsible for hiring, training, and scheduling student workers.
- Trained 100+ users in basic and advanced web management. In surveys 85% reported increased confidence in web skills.
- Work with the university's accessibility vendor to keep the website (10,000+ pages) AA compliant.
- Clearly and accurately document, track, and monitor customer problems using a ticketing system to ensure a timely resolution, escalating to leadership as needed.
- Collaborate with cross-divisional teams to ensure that the design and delivery of training support for campus partners is seamlessly aligned with overarching divisional goals.

April 2017 - April 2018

Therma Seat, Peterborough, NH

Digital Marketing Manager – B2C

- Increased E-Commerce sales by 25% by improving the UX/UI along with running Google and Facebook Ads to boost the conversion rate.
- Executed all online marketing, email marketing, and digital media promotions.
- Developed online merchandising strategies and tactics, such as product categorization, sequencing, cross sells, up-sells, and featured products.
- Professional product photography
- Collaborated to produce product packaging, product catalog, and other print materials.
- Addressed customer service inquiries accurately and efficiently.

Other Experience

November 2012 - April 2015

JRA Design, Worcester, MA

Web Designer – B2B

April 2015 - August 2016

A.T Cross, Lincoln, RI

Web Operations Specialist – B2C

August 2016 - March 2017

Cristcot, Concord, MA

Digital Marketing Specialist – B2C

Certifications / Trainings

- SEO 2023: Comprehensive SEO Training Course with ChatGPT (in progress)
- The complete Conversion Rate Optimization course (in progress)
- Introduction to Web Accessibility
- Training consisted of: Agility, Agile Manifesto, Values for Collaboration, SCRUM methodologies, and Project Management