

# EMILY EMMER

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## PROFESSIONAL STRENGTHS

**Marketing Strategist** skilled at creating and executing strategy to drive create efficiencies and drive revenue. Proven ability to meet company growth goals by optimizing digital experiences to increase conversions. Skills include optimizing the marketing technology stack, analytics implementation and web analytics, A/B and multivariate testing program development, email and marketing automation, and data storytelling. Experienced crafting digital marketing strategies across multiple industries with experience in strategic planning, search engine marketing, video and content marketing. Exceptional leadership and interpersonal skills: able to establish effective teams and build relationships with colleagues and external partners across complex organizations. MBA – *Strategic Marketing Management*.

## PROFESSIONAL RECOGNITION

- **Online Testing Awards 2015 – Gold Ribbon Winner – Table Format Tests**
  - Awarded Gold Ribbon for Flip4Mac product page test which achieved a 283% increase in average revenue per visitor and a 130% increase in conversions. Test and results were recognized among the best 30 tests of the industry for 2015 in this international awards competition.
- **Online Testing Awards 2014 – Gold Ribbon Winner – Category Page**
  - Awarded Gold Ribbon Award for successfully integrating video into the Extra Space Storage website to achieve a 30% increase in conversion rate. Test and results received top honors among the 31 tests recognized as the best tests of 2014.
- **Web Optimization Summit 2014 Speaker**
  - Topic: “Science of Significance: How an e-commerce company went from Wild West testing rules to wildly successful results through variance testing.”
- **Which Test Won The Live Event 2014 Speaker**
  - Topic: “Optimizing Click-to-Chat Experiences.”

## PROFESSIONAL EXPERIENCE

**WESTERN GOVERNORS UNIVERSITY** – Salt Lake City, Utah

**Jul 2015 – Present**

### *Director of Conversion and Analytics*

Provide leadership and strategy for analytics, testing, and attribution. Partner with technology, marketing, and enrollment colleagues to meet organizational goals, enhance organizational throughput and capabilities, and continuously innovate. Deliver analysis and framework for portfolio growth over short and long-term (5-10 years). Support all reporting and conversion-related activities within high-performance marketing team.

- Created and execute multi-year strategy for analytics and attribution enabling increased marketing spend efficiencies, identification of visitors across devices enabling personalization and advertising savings, and enable activation of specific audiences based on behavior and characteristics across platforms.
- Led a web analytics transformation; implementing tools to help us identify challenges and opportunities, fostering a data-driven marketing department through tools and training.
- Developed a high-performance analytics team relied upon for creating insight and intelligence around complex business questions that provide insight and strategic guidance for both the broader university and the marketing department.
- Established an A/B and multivariate testing program that has increased our prospect pool and overall conversion by over +30%; revamped and revitalized our email marketing programs and created new prospect engagement tactics.

**BLAST ANALYTICS & MARKETING – Rocklin, California****2014 – Jul 2015*****Conversion Strategist***

Lead consultant for all testing clients providing strategic guidance, test implementation and monitoring, and analysis of A/B and multivariate testing. Provide conversion and usability consulting for clients working through optimization of key landing pages and full website redesigns.

- Build relationships with client contacts, both digital marketing executives and primary testing contacts, in order to better understand client needs and provide testing recommendations based on business goals.
- Devise testing strategy and roadmaps for testing clients, creating framework for testing including identification of meaningful conversion goals and test ideas. Conduct variance testing to establish primary testing metrics and provide long-term testing guidance.
- Conduct in-depth site analysis using quantitative and qualitative analytic tools to understand site effectiveness, generate visitor insights, and create test hypotheses.
- Create test ideas and wireframes; manage design and development execution to deliver final client-ready test experiences.
- Implement tests ranging from multi-page and redirect tests to simple text and button tests to improve conversion goals and increase client understanding of visitors.
- Manage test execution, provide client updates, and complete quantitative analysis of test results to deliver final test report and next step recommendations.
- Provided software e-commerce client with 283% increase in average revenue per visitor and 130% increase in conversions through optimization of Flip4Mac product page. (Client: Telestream)
- Delivered testing wins for federal website: Increased primary conversion goal by 160% for paid search traffic. Without design or development resources, increased overall site conversion rate by 7.4% in multi-step, multi-session conversion path by shortening funnel from home page to final conversion. Increased email subscription rate by 36% for new visitors. (Client: Healthcare.gov)

**EXTRA SPACE STORAGE – Salt Lake City, Utah****2010 – Aug 2014*****Senior Optimization Marketing Manager***

Managed testing and optimization of corporate websites, mobile site, and call center website. Developed and executed digital strategies to successfully communicate brand value and attract prospective customers. Monitored interactive landscape to capitalize on changes and devise innovative applications of new technologies. Collaborate with internal stakeholders, partners and vendors (development, creative, analytics, email, SEM and social) to optimize digital properties creating competitive advantage in the online marketplace.

- Increased conversion rate 135% over four year period by consistently increasing conversion rates across channels by over 30% annually. Utilized Adobe Suite, Google Analytics, Usertesting.com and other customer data sources to develop customer insight and identify opportunities for improvement.
- Contributed to web revenue and order growth of 266% from 2010 to 2014. Contributed to high-performance team, increasing web revenue from \$28 million to \$123 million and web conversions from 32,000 in 2009 to 117,000 conversions in 2014. Influenced comparable revenue growth in offline conversions through call center and retail channels.
- Managed creative design and web development across multiple web properties including email templates. Successfully launched three new corporate websites (two external, one internal) and upgraded email templates integrating technical, operational, and marketing needs across each initiative.
- Optimized core product page delivering a 49% increase in conversion rate and \$39 million of incremental revenue annually.
- Led video strategy and production work to produce persuasive product videos that increased online conversion rate for prospective customers by 95% and generated an additional \$12 million of revenue annually.
- Implemented and optimized click-to-chat experience delivering a 15% increase in sales and \$4M in incremental annual revenue.
- Directed testing roadmap, test scheduling, development and other resources to enable ongoing testing and maximize testing effectiveness. Identified testing insights and next steps to increase conversion rate and revenue.
- Extensive analysis of website and testing data. Developed detailed analysis of website visitors to understand behavior and create strategies to maximize customer acquisition and revenue.
- Established KPIs and reporting to monitor web performance and track online marketing effectiveness across channels and to include offline metrics.
- Personalized prospective customer experiences through use of segmentation and personas on corporate website.

- Collaborated with web development and creative teams to set priorities, maximize development resources and use technological capabilities as a strategic advantage in a variety of interactive initiatives.
- Created SEO and social media strategy for link-building including development of influencer strategies, contest development and communication strategies to build relationships with influencers and generate high-value links.
- Directed network of freelance writers to provide content for two corporate blogs: [Storage Talk](#) and [Storage Blog](#). Established blog success metrics and KPIs to understand monthly performance and identify opportunities.
- Created content and supervised content creation and message management through website, blog, video, and infographics.
- Devised video social strategy managing brand presence, video placement and YouTube strategy and implementation.
- Directed lead generation program, identified high performance partners to increase overall lead generation results by 130%.

**BULBSTORM.COM** – Phoenix, Arizona

**2008 – Apr 2009**

***Director of Marketing***

Led product management and brand identity to launch Bulbstorm.com social network. Directed creative design and web development across channels (website, social networks, Facebook app) creating wireframes and managing visual designs, user interface, and functionality. Created and executed social media strategies to attract target audience for Bulbstorm. Managed optimization, analytics and advertising functions: identified and tracked key site metrics to enhance overall site performance. Recruited visual, interactive, and technical personnel; supervised and mentored new team members.

- Transformed Bulbstorm.com from a vision to a reality through extensive product management of technical, visual, and interactive elements. Directed brand and visual identity of website and social network, supervising design and development of all visual elements supporting the Bulbstorm.com brand.
- Created detailed requirements and wireframes to direct site development for design and development teams. Recognized gaps in functionality, created solutions to resolve these and worked closely with development team on implementation.
- Created initial testing and optimization program to increase conversion, engagement, and return visits. Directed testing programs for website and paid search acquisition programs.
- Identified talent gaps and successfully recruited external partners and new hires that were critical to meeting company goals. Set priorities and allocated resources to meet objectives and deadlines.
- Responsible for new member acquisition and online advertising strategy, execution and budget. Devised social media strategies responsible for attracting over 60% of total members within the Bulbstorm social community.
- Developed brand presence for new member acquisition in social media properties such as Facebook, StumbleUpon, and Twitter.
- Contributed to development of new social media services and other product/service offerings for corporate clients.
- Monitored social media landscape to increase company expertise in social media and identify new tools and platforms to build brands' online presence.
- Extensive copywriting for corporate website, client collateral, and investor communications.
- Created email marketing content and coordinated newsletter content and delivery; email and newsletter open rates were consistently over 30%.

**DEL MONTE FOODS** – San Francisco, California

**2006 – Jul 2007**

***Channel Marketing Manager***

Worked closely with Sales and Marketing Director and sales team to develop and implement all marketing programs driving incremental and base sales. Managed vendor relationships and creative development of consumer marketing collateral. Created annual advertising calendar; managed vendor relationships and directed all channel advertising. Tracked marketing and trade budgets to ensure marketing activities remained in budget.

- Supervised agency creative development of print advertising to enhance brand image with wholesale buyers. Managed advertising calendar and advertising vendor relationships to ensure brand and product advertisements were in key publications.
- Directed creative agency to develop new marketing collateral supporting a major marketing program that generated over 30% of annual channel revenue.

- Collaborated with market research vendor in the development of new, streamlined reports providing competitive, promotional, brand and share data to enable informed decision-making throughout the organization.
- Developed sales and marketing materials for new product launches and other initiatives. Played key role in successful integration of two new brands by developing accurate volume forecasts, implementing promotional programs and developing point of sale marketing collateral.

**INFORMATION RESOURCES INC. (IRI)** – Pleasanton, California & Fairfield, New Jersey

**2004 – 2006**

***Manager of Retail and Client Solutions***

Conducted industry analysis and custom market research to support brand strategy and new product development initiatives. Supported retail strategy, new product development, and brand team initiatives through insight and analysis on consumer behavior.

- Conducted custom market research and collaborated with clients to create solutions for business challenges. Directed efforts of design, finance, and technical teams to create seamless delivery of services.
- Collaborated on initiatives to better understand consumer behavior and brand performance. Provided analytical and client support for Wyeth Consumer Healthcare Business Research team.
- Led cross-functional technical and marketing team to create and deliver a flawless implementation of a new reporting system and lab which integrated with Safeway's sales data enabling industry research by Safeway partners.
- Provided client consultation on marketing mix dynamics to consumer packaged goods professionals.

**ADDITIONAL EXPERIENCE AND PROFESSIONAL PROJECTS**

**KAGEL RESEARCH, CM SOLUTIONS, W. P. CAREY BUSINESS SCHOOL**

**1998 – 2003**

***Project Manager, Marketing Research Associate***

Conducted market research and delivered consumer insights and strategy recommendations for clients including Blue Cross Blue Shield, Mayo Clinic, Harley Davidson, and Charles Schwab.

- Managed custom research projects including focus groups, concept testing, and surveys. Summarized findings to enable clients to identify target markets, assess customer satisfaction, and make strategic business decisions based on research findings.
- Conducted consumer segmentation analysis and consumer decision trees for category purchase decisions. Analyzed characteristics, preferences and shopping behavior of local and national Hispanic consumers.
- Designed and conducted qualitative interviews and web-based surveys for retailers and manufacturers.

**EDUCATION**

**ARIZONA STATE UNIVERSITY - W. P. CAREY SCHOOL OF BUSINESS**

Master of Business Administration in Strategic Marketing and Services Leadership  
Master of Health Sector Administration

May 2003  
May 2003

**UNIVERSITY OF UTAH**

Bachelor of Arts, College of Social and Behavioral Science, Political Science

June 1998