AMANDA ENGLERT

724.747.3200
mandee@amandaenglert.com
amandaenglert.com

Looking to leverage my diverse digital skillset and product management mindset in a fast-paced environment where i can continue to learn and refine my skills among other like-minded professionals

EXPERIENCE

Digital Strategy & Analytics Lead *August 2016 - current*
Penn State University, *University Park, PA*

Led efforts to execute conversion optimizations on Commonwealth Campus websites that increased Visit Registrations by 7% across participating Undergraduate Campuses.

Played a key role to increase applications attributed to paid digital advertising by 394% (1.14% vs 5.63%) by connecting data points, aiding in attribution modeling and partnering with the Undergraduate Admissions team to follow the student journey through the application process and discover remarketing opportunities.

Streamlined website maintenance of owned digital properties (psu.edu/news.psu.edu) by conducting business and analytics analysis on bugs/feature requests to assess priority of the request and decrease project time to completion.

Product managing a large website & business process redesign effort utilizing agile methodologies in an iterative design & development approach to keep product user-focused and eliminate the high risk of usability flaws.

Generate user-centric hypotheses based on user testing/behavioral analytics and lead experimentation efforts to increase conversion rates and engagement on several Penn State properties.

Advance thought leadership within the unit by presenting at higher education related conferences, consulting with Penn State campuses/colleges, and building strategic digital roadmaps based on data & user feedback to engage and empower marketing stakeholders to utilize their web presence and personalize their prospective student's journey.

Senior Interactive Analyst *June 2015 - July 2016*
Interactive Media Manager, Art Institutes *October 2014 - June 2015*
Education Management Corporation, *Pittsburgh, PA*

Responsible for the daily workflow of web analytics team; coordinated training and provided mentoring.

Increased Request Information conversion rate (~3% per quarter) and user engagement across all four higher education marketing websites with quarterly strategic optimization roadmaps based on behavioral analytics data.

Managed hypothesis generation and experimentation roadmap with outside vendor for marketing websites based on behavioral analytics data and user testing to increase Request Information conversion rate and user engagement.

Worked with web analytics team to create and update weekly website health reports focused on important digital goals for senior leadership consumption.

Provide consultation, business and analytics analysis on web projects for interactive media managers to inform prioritization and timeline.

Created monthly and quarterly executive-level performance presentations based on completed web projects and winning experiments.

Provided improvements to the user experience on marketing websites with functional wireframes to address gaps in the prospective student journey to an application.

EDUCATION

Bachelor of Fine Arts in Media Arts
Concentration: Graphic Design
Graduated May 2009
Robert Morris University
Moon Township, PA
3.45 cumulative GPA

PROFESSIONAL SKILLS

Behavioral Data Analysis

Product Management

Business Analysis

Data-informed Site Optimization
(A/B Testing, Growth Hacking)

User Research

User Experience Strategy

Search Engine Optimization

Front-End Web Development
(HTML/CSS)

SOFTWARE

Google Analytics Solutions
(Analytics, Tag Manager, Optimize, etc)

Visual Analytics
(Hotjar, Crazyegg)

Microsoft Office Suite

UserTesting

Wireframing
(Invision, Balsamiq)

SEO Tools
(Search Console, Brightedge, Moz)

Pay Per Click Software
(Adwords, BingAds, Adroll)

Adobe Creative Suite

Data visualization
(Data Studio, Tableau, Power BI)

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Web Designer & Digital Marketing Strategist
Guardian Protection Services, *Pittsburgh, PA*
March 2013 - October 2014

Led the marketing team in the strategy, benchmarking, design and development of the new marketing website based on strategic goals of the company.

Designed, developed and optimized responsive pay per click lead generation landing pages, increasing leads by 19% from pay per click channel.

Lowered cost per acquisition from Google/Bing pay per click advertising by 133% by optimizing and updating campaigns based on advertising and CRM data.

Managed and performed front-end maintenance of the marketing website using the Umbraco CMS system.

Conducted A/B tests focused on content and marketing language; provided data to management for research and upcoming promotions.

Offered insight & suggestions to senior leadership for new promotions based on benchmarking, web analytics and CRM data.

Designed print advertisements and marketing collateral during transition period between graphic designers.

Graphic & Website Designer
Insight Marketing Solutions, *Pittsburgh, PA*
October 2010 - March 2013
March 2013 - May 2014 (Freelance)

Designed print marketing materials including brochures, postcards, rack cards, flyers, etc. for various small Pittsburgh-based clients to help with promoting a clients brand and offerings.

Played a key role in creating presentation binders & booklets for internal marketing sales force to promote marketing offerings to potential clients.

Designed and developed responsive websites for various local small business marketing clients using Wordpress CMS, HTML5 & CSS3.

Consulted on-site with clients on their digital goals for their website and desired keyword rankings in SERPS and used SEO tactics to raise local awareness of the brand.

Created Google Adwords pay per click and display campaigns for marketing client's in the Pittsburgh area to enhance traffic to the clients website, and engage users to fill out a Request Information form.

Developed responsive landing pages for Google Adwords campaigns for marketing clients featuring Request Information forms to collect user data.

Tracked pay per click marketing campaigns, built custom reports based on results, and presented findings from campaigns to clients.

Consulted with clients and provided strategies for optimization on current pay per click campaigns.