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Digital Product Analyst who strives on creating the best user experience by using the latest and most effective data driven technologies.

## Experience

### Digital Product Analyst | Marvin, Eagan, MN | June 2024–Present

- Collaborate with product owners and product managers on digital strategy to help increase find a dealer conversion rate by 5% year-over-year
- Reduce bugs by 15% through rigorous quality assurance testing
- Manage the technical specifications section on Marvin.com
- Responsible for product launch content updates

### Senior Web Content Specialist | March 2019–June 2024

- Assisted with rebuilding the Marvin.com website
- Developed quality assurance process that reduced rework by 20%
- Completed 400+ incoming web requests from internal business partners year-over-year

### Senior Web Administrator | Stratasy, Eden Prairie, MN | April 2017–March 2019

- Managed Intercom live chat in collaboration with customer service and sales to generate a 15% year-over-year decrease in call volume
- Advised European and Asian regional marketing teams with digital marketing updates to ensure consistency throughout all versions of the site
- Led 5+ content editors

### Web Administrator | April 2012–April 2017

- Directed cross functional teams across United States and 10 international sites
- Trained 20+ local and regional employees on Sitecore and Brightcove
- Guided 3+ content editors on the new build of Stratasy.com

## Education

**Associate of Applied Science in Web Design and Interactive Media**  
The Art Institutes International Minnesota, Minneapolis, MN, March 2011

**Bachelor of Fine Arts in Graphic Design**  
University of Wisconsin-Stout, Menomonie, WI, December 2002

## Skills

- Agile Methodology
- Project Management
- Storyblok
- Sitecore
- JIRA
- Post Hog
- Algolia
- HTML
- CSS
- Bootstrap
- Adobe Photoshop
- Adobe Illustrator