

OLIVER ROEHL

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WEB ANALYTICS SPECIALIST | SENIOR MULTIVARIATE TESTING DEVELOPER | FULL-STACK WEB DEVELOPER
Client Relationships Management | Training | Digital Marketing

Results-driven, customer-focused and analytical Senior Full-Stack Web Developer & Experimentation Engineer highly regarded for expertise in web analytics and multivariate testing to drive company improvement in online brand and marketing programs optimizing growth for F500 global leaders. Experienced in visualizing, planning, setup, programming, testing, deployment, troubleshooting and tracking A/B and multivariate tests. Known for a commitment to process improvements, continuously analyzing results against expectations and working cross-functionally to develop solutions. Ability to serve as a liaison between clients and technical team and communicate technical decisions to clients to impact the direction and end success of a solution. Outside-the-box thinker respected for pushing creative boundaries to execute projects.

SELECTED HIGHLIGHTS

- 20+ years of full-stack web development.
- 9+ years of conversion rate optimization through executing 1,000 A/B & MVT testing and experimentation projects.
- Trained clients on web analytics and multivariate testing, as well as various product training for self-service clients.
- Coordinated with Management, Marketing and Technical Teams of key clients in support of online marketing and testing efforts, including Adobe, AIG, Allstate, Avis, BMW, Choice Hotels, HP, Office Depot, PayPal, salesforce.com, and Samsung.
- Researched, analyzed and identified global, functional and regional requirements, defining product vision and strategy, build vs buy decisions, creating design concepts, user stories and leading the implementation of testing infrastructure with engineering.
- Successfully cultivated positive relationships with clients and colleagues, adept at communicating with clarity and diplomacy to individuals from diverse and cultural backgrounds.
- Programmed using Perl/PHP/MySQL/Oracle/JavaScript/CSS and administrating Apache and Linux as part of a team supporting 2.8M+ web pages.
- Coordinated and negotiated on issues with management, marketing and technical teams at Touchstone Pictures, Disney, ABC, Paramount, HBO, CBS, Warner Bros., Universal, FOX and multiple government agencies in support of movie and TV show production.

COMPETENCIES

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|-------------------------------------|-------------------------|--|
| ▪ Front-end Development | ▪ Paid Traffic | ▪ Copywriting |
| ▪ Conversion Rate Optimization | ▪ eCommerce | ▪ Software as a Service (SaaS) |
| ▪ User Experience Optimization | ▪ Web Applications | ▪ Content Management |
| ▪ A/B & MVT Testing/Experimentation | ▪ Quality Assurance | ▪ Scrum/Agile Methodologies |
| ▪ Mobile Web Development | ▪ Project Management | ▪ Personalization |
| ▪ Responsive Web Design | ▪ Enterprise Software | ▪ Technical Solutions/Improvements |
| ▪ Data Analytics | ▪ Web Analytics | ▪ Backend Development |
| ▪ Email Marketing | ▪ Dynamic Content | ▪ Server-Side Programming |
| ▪ Search Engine Marketing (SEM) | ▪ Market Research | ▪ Quantitative & Qualitative Research |
| ▪ Social Media Marketing | ▪ Troubleshooting | ▪ Audience Segmentation |
| ▪ Content Marketing | ▪ Client Facing | ▪ Search Engine Optimization (SEO) |
| ▪ Conversion Funnels | ▪ Speaking & Presenting | ▪ Customer Relationship Management (CRM) |

PROFESSIONAL EXPERIENCE

Optimost | San Jose, CA | 2008 – 2017

Senior Technical Consultant - OpenText Corporation (Acquired from HP Inc. in 2016) | 2012 – 2017

Senior Technical Consultant - Hewlett-Packard | 2008 – 2012

Collaborated with a team that worked with clients to visualize, plan, setup, program, test, deploy, troubleshoot and track one thousand A/B and multivariate tests.

- Supported pre-sales efforts by developing proof of concept multivariate tests, serving as an expert in answering questions about the technical aspects of company products in a succinct and meaningful way that non-technical stakeholders could apply to business solutions.

- Trained clients on web analytics and multivariate testing, as well as various product training for self-service clients.
- Coordinated with management, marketing and technical teams of key clients in support of online marketing and testing efforts, including Adobe, AIG, Allstate, Avis, BMW, Choice Hotels, HP, Office Depot, PayPal, salesforce.com, Samsung and more.
- Supported the transition during acquisition through participation in change management efforts, while working to maintain consistent achievement of goals and timelines.

PayPal | San Jose, CA | 2012
Experimentation Platform Product Manager

Ownership of the key components of the global experimentation infrastructure for PayPal, defining and implementing both the short term and long-term vision. Experimented across mobile apps, backend services, websites, and communication channels.

- Researched analyzed and identified global, functional and regional requirements, defining product vision and strategy, build vs buy decisions, creating design concepts, user stories and leading the implementation of testing infrastructure with engineering.
- Worked closely across functional groups to advise and provide consultation for test execution.

Wolfram Research, Inc. | Champaign, IL | 2006 - 2008
Web Application Developer

Provided support and expertise to company founders, Stephen Wolfram and Theo Gray, to establish the web analytics team that supported Wolfram's online properties, including www.wolfram.com, mathworld.wolfram.com, functions.wolfram.com, www.stephenwolfram.com and www.wolframalpha.com.

- Designed and delivered internal utilities and tools that enabled actionable high impact web marketing programs.
- Programmed using Perl/PHP/MySQL/Oracle/JavaScript/CSS and administrating Apache and Linux as part of a team supporting 2.8M+ web pages.

Carlyn Davis Casting | Falls Church, VA | 2000 - 2006
Partner & Web Developer/ExtrasNow.com

Designed and delivered a movie/TV/radio talent website using PHP, MySQL database, and credit card transaction system. Served as the Program Manager for all external resources, including graphic designers and lawyers to ensure the on-time launch of a new web based service. Additionally, served as the Systems Administrator and Web Programmer, responsible for managing in-house web and email server, computers, audio and video equipment.

- Administered a talent database of thousands of actors, voice over talent and models with their resumes, headshots, audio and video clips.
- Worked on blockbuster films and TV shows such as: Minority Report, National Treasure, Step Up, Planet of the Apes, Stick It, xXx: State of the Union, Tuck Everlasting, The District, America's Most Wanted and K Street.
- Coordinated and negotiated on issues with management, marketing and technical teams at Touchstone Pictures, Disney, ABC, Paramount, HBO, CBS, Warner Bros., Universal, FOX and multiple government agencies in support of movie and TV show production.

EDUCATION

George Mason University, Fairfax, Virginia
 Business Management

TECHNICAL SKILLS

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| ▪ HTML5 | ▪ HTML DOM Manipulation | ▪ Optimizely |
| ▪ CSS3 | ▪ Browser Quirks | ▪ Optimost |
| ▪ JavaScript | ▪ PHP | ▪ Linux Administration/Networking |
| ▪ jQuery | ▪ Perl | ▪ Email Server Administration/Networking |
| ▪ AngularJS | ▪ SQL/MySQL | ▪ Apache Web Server Administration |
| ▪ XML | ▪ WordPress | ▪ MS Office (Outlook/Word/Excel/PowerPoint) |
| ▪ AJAX | ▪ Tag Management | ▪ Image Manipulation |
| ▪ API Integration (REST, SOAP) | ▪ Google Analytics | ▪ Audio/Video Editing & Encoding |