

Dayo Samuel

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Objective

Detail-oriented and data-driven professional with a proven track record in Growth, Conversion Rate Optimization (CRO), data analysis, and user experience enhancement. Seeking the opportunity to leverage my skills and expertise as a CRO Manager and Experimentation Specialist to drive conversion uplift and Growth delivering value for businesses and to clients through data-driven strategies

Skills

Conversion Rate Optimization (CRO), Data Analysis & Visualization, A/B and MVT Testing, User Behavior Analysis, Experiment Design & Hypothesis Testing, Web Tracking & Analytics Knowledge (Google Analytics, GA4, GTM, Adobe Analytics Enthusiast), Testing & Personalization Tools (Optimizely), UX & UI Best Practices, Ecommerce Optimization, Stakeholder Communication, Cross-Functional Collaboration, Task Management

Programming Languages: Python, SQL, Java

Tools: Tableau, PowerBi, Excel, Hotjar, CrazyEgg, Figma, VWO, Jira, Monday, Optimizely, Notion

Experience

DEC 2022 - PRESENT

Advanced eClinical Training, Full Time - *Product Manager.*

- Directing a comprehensive redesign of the e-learning platform

JAN 2021 - DEC 2022

NP Digital, United States, Full Time - *Conversion Rate Optimization Specialist*

- Redesigned key landing pages, resulting in a 40% conversion rate boost and a sales increase of \$500K within six months.
- Rolled out a thorough CRO plan, achieving a steady 5% monthly conversion rate rise, translating to an annual surge exceeding 60%.
- Collaborated with marketing, product, and design to synchronize CRO goals, leading to a 20% hike in average order value and a 10% cut in customer acquisition expenses.

MAY 2018 - JAN 2021

ZipHearing, United States, Full Time - *Conversion Rate Optimization Analyst*

- Spearheaded 200+ A/B tests annually, yielding a 30% rise in conversion rates and a forecasted \$2M yearly revenue boost.

- Identified funnel weak spots and refined the checkout journey, cutting cart abandonment by 25% and amplifying completed transactions by 20%.
- Partnered with marketing and product units, delivering data-informed counsel on page design, ad positioning, and content, leading to 15% higher click-throughs and a 20% uptick in lead capture.

JUL 2015 - APRIL 2018

Wickfire, United States, Full Time – UX Data Analyst

- Leveraged Google analytics to uncover a 45% onboarding drop-off. Implemented A/B tests via Optimizely, driving a 20% rise in successful onboarding over three years.
- Employed Tableau to dissect 10,000+ feedback submissions, directing the development of features that escalated active users by 12% and extended average sessions by 8 minutes
- Partnered with the UX team, utilizing Hotjar heatmaps, resulting in a 30% dip in navigation-related support tickets and a 15% surge in user satisfaction scores over the tenure.

JUL 2012 - JUN 2015

Freelance – Manager, Website Design

- Drove a holistic website redesign, resulting in a 50% surge in organic traffic, 35% higher conversion rates, and a 25% dip in bounce rates within three months post-debut.
- Fostered interdepartmental synergy between design, development, and marketing, achieving a 20% quicker time-to-market for web features and 15% jump in cross-team satisfaction.
- Pioneered responsive and PWA integrations, marking a 60% spike in mobile engagement and a 40% revenue growth from mobile users in a year.

Education

SEP 2022 - SEP 2023

The University of Salford, UK– Master of Science – MS, Data Science

Licenses & certifications

CXL Certified Conversion optimization

CXL Certified Experimentation Program Manager

Additional Information

- Highly numeric with a strong mathematical BG, enabling data-driven decision-making.
- Proficient in AGILE and Waterfall methodologies, with experience in defining initiatives.
- Skilled in developing customer and technical journeys to enhance product usability.
- Proactive self-starter and strong team player with a positive attitude.
- Proficiency in SQL, Python, R, and data visualization tools such as Power BI.
- Experienced in Microsoft Office tools (Word, Excel, PowerPoint)..