

# Joey Herzberg

optimization :: digital leader

Location  
Augusta, GA

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## **AMAZON WEB SERVICES (AWS) | REMOTE**

Sr. Website Optimization Manager

**JAN 2021 - PRESENT**

As a Senior Website Optimization Manager, I leverage Adobe Target, AEM, and Journey Optimizer to drive A/B testing, personalization, and conversion rate optimization on the AWS marketing site. I streamline experimentation workflows, align PPC landing pages for seamless user journeys, and develop training materials to enhance team expertise in Adobe solutions.

- Manage Adobe Target instance for A/B testing and personalization on AWS marketing site
- Drive CRO efforts, increasing test velocity by 68% and improving conversions with data insights
- Optimize product pages, boosting signups (+2.8%), hero CTR (+21%), and scroll depth (+170%)
- Develop training materials and mentor teams on A/B testing best practices using AEM and Adobe Target
- Align PPC landing pages with Acquisition and Search teams for a seamless paid traffic experience
- Create executive dashboards to track and present website performance insights
- Streamlined testing intake by migrating from internal ticketing to Workfront, automating workflows
- Lead AMS migration to integrate Adobe Target with Journey Optimizer for personalized offers

### **Utilized the following technology:**

Adobe Analytics | Adobe Target | Adobe Experience Manager | Adobe Workfront | AJO

## **TAXSLAYER | AUGUSTA, GA**

Web Design / Optimization Manager

**MAY 2015 - DEC 2020**

As a Web Design / Optimization Manager, I implemented Adobe Analytics for measurable reporting and optimized user journeys to boost conversions and engagement. Leveraging tools like Audience Manager, Target, and Optimizely, I delivered personalized experiences and actionable insights that drove growth.

- Implemented Adobe Analytics instance for driving measurable reporting on multiple website properties
- Boosted form completions by 37% and new account creations by 10% through website optimization
- Increased homepage CTR by 28% with data-driven personalization
- Drove a 34% lift in account creations by adding personalized CTAs to the refund calculator.
- Built analytics dashboards and executive reports, presenting insights to leadership weekly
- Launched personalized homepage hero messaging, raising CTR by 28% using DMP data and Optimizely
- Integrated Audience Manager with Target to enable marketable segments and personalized content

### **Utilized the following technology:**

Adobe Analytics | Adobe Audience Manager | Google Search Console | Google Tag Manager | Optimizely

**TAXSLAYER** | AUGUSTA, GA

Senior Web Designer - Marketing Team

**JAN 2011 - MAY 2015**

Designed, coded and deployed SEO friendly webpages on the marketing website. Launched company blog, micro-sites and landing pages to stimulate organic growth and a appeal for TaxSlayer's product offerings. Conducted rigorous QA processes to ensure compliant code that is free of bugs and defects.

**Utilized the following code base and technology:**

HTML | CSS | jQuery | Visual Studio | Gulp-NPMASP.NET MVC | Sass | Google Search Console

**RHODES FINANCIAL SERVICES** | EVANS, GA

Graphic Designer - Marketing Team

**JUL 2007 - JAN 2011**

Served as the graphic design professional, responsible for creating all in-house marketing assets including postcards, magazine ads and website graphics. Assisted in creating assets that resulted in award winning marketing campaigns

**Utilized the following technology:**

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Dreamweaver

**EDUCATION**

SEPT 2014

**SOUTHERN NEW HAMPSHIRE UNIVERSITY**

Bachelors of Fine Arts in Graphic Design

DEC 2011

**AUGUSTA TECHNICAL COLLEGE**

Associates of Applied Sciences in Printing &amp; Graphic Design

**PROFESSIONAL  
CERTIFICATIONS**

AUG 2020

**NIelsen NORMAN GROUP**

UX certificate with a specialty in UX Research

JUN 2020

**OPTIMIZELY**

Certified User: Experimentation Evangelist Level 1

JUN 2020

**OPTIMIZELY**

Certified User: Data Geek Level 1

FEB 2018

**GOOGLE ANALYTICS**

Advanced Data Analytics Certificate