

# Kirby Crook

Associate Director, Conversion Rate Optimization

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## RECENT WORK EXPERIENCE

### Cotopaxi | Associate Director, Conversion Rate Optimization

June 2022 - Present, Remote

Drove \$600K in annual revenue lift through data-driven A/B tests, with statistically significant results driving direct revenue during the test period

Built and scaled the CRO practice from the ground up, increasing testing velocity to 5.1 tests per month with a win rate of 41.67% at 90% statistical significance

Collaborate with paid media and retention teams to develop cohesive full-funnel strategies, aligning acquisition and retention efforts to optimize the customer journey and drive conversions across all touchpoints

Lead cross-functional brainstorming sessions to generate test ideas informed by data, aligning testing strategies with business objectives and user experience improvements

Develop and launch qualitative surveys for both buyers and non-buyers, identifying key friction points, hesitations, and motivators that inform ongoing test strategies

Create personalized experiences for awareness, consideration, and conversion audiences, catering to the unique needs of each segment to optimize engagement and drive conversions

### Elevar | Lead CRO Strategist

Sept 2020 - June 2022, Remote

Gathered data from qualitative and quantitative sources to identify CRO opportunities, design test variations, and develop tests following UX best practices

Created standard operating procedures and structured CRO program plans, including UX audit presentations and a CRO testing roadmap

Managed and mentored a junior CRO strategist, guiding their development in A/B testing methodologies and analytics, while ensuring alignment with broader CRO strategies

Analyzed test data across various Google Analytics segments, reporting findings to key stakeholders and using insights to inform optimization strategies

### Love Your Melon | Digital Marketing Director

Jan 2019 - Sept 2020, Minneapolis

Designed, developed and implemented A/B tests with Google Optimize, resulting in a 13% increase in conversion rate YOY

Developed and implemented customer retention strategy, including reengagement email workflows and a native mobile app using Tapcart

Developed and designed brand guidelines, unifying the appearance and usage of brand assets both internally and externally

## PAST WORK EXPERIENCE

### Love Your Melon | Digital Marketing Manager

Sept 2017 - Dec 2018, Minneapolis

### JOKULA | UX Designer

Sept 2016 - Sept 2017, Reykjavik & Remote

## EDUCATION

### Startup Institute | UX Design Program

Feb 2016 - April 2016, Chicago

### Hope College | BA Business Management

Aug 2011 - May 2015, Holland

Summa Cum Laude, 3.9/4.0 GPA

## SKILLS

- Conversion Rate Optimization
- A/B Testing
- Dynamic Yield
- Personalization
- Klaviyo
- Google Analytics 4 (GA4)
- Hotjar
- Mouseflow
- Qualitative Survey Design
- Front End Development
- User Experience Design

## LIFE OUTSIDE WORK

Played professional American football in Germany and Iceland

Played in the first-ever 11 man football game in the country of Iceland

Enjoy volunteering abroad, and have done so in Rio de Janeiro, Brazil and Jaco, Costa Rica

Semifinalist for the William V. Campbell Trophy, nicknamed the 'Academic Heisman' in college football