
JENNIE D. LAMBERT

EXPERIENCE

02/2024 – **PRINCIPAL CONSULTANT: CRO & UX DESIGN** – CONTRACT
Current WEBLAMB, LLC – REMOTE

- Built AI-powered tools and workflows using Claude Code, Codex, and Grok to automate processes, generate content, and analyze data.
- Led AI ideation and implementation for clients, identifying where AI could improve their workflows and building custom tools and automations to put it into practice. Created hypotheses, designed experiments, and assisted in managing and prioritizing testing roadmaps.
- Set up, managed, and monitored A/B tests using Optimizely, Convert.com, Adobe Target, and VWO.
- Communicated test findings and insights to clients via weekly progress updates.
- Collaborated with designers and developers to implement winning test variations.
- Supported ongoing UX strategy and optimization efforts including: CRO & UX audits; ideation & roadmap support; analytics; testing tool setup and troubleshooting.
- Presented test results for the company. Led training sessions and hands-on mentorship.
- Partnered with B2B clients across health and SaaS verticals, driving successful project implementations.

06/2023 – **SENIOR E-COMMERCE CRO STRATEGIST** – CONTRACT
02/2024 CORRA, A PUBLICIS SAPIENT COMPANY – REMOTE

- Spearheaded client acquisition and retention by strategizing short- and long-term business objectives, driving CRO program development, and delivering pre-sales support to secure new accounts.
- Designed and executed A/B and multivariate tests achieving a 38% win rate using Optimizely, Dynamic Yield, and VWO.
- Conducted quantitative and qualitative research via GA4 and other third-party tools, synthesizing data to uncover customer segments, inform test hypotheses, and present actionable insights to clients.

- Led client-facing calls and scrum meetings, collaborating with UX designers and developers to enhance user experiences and optimize conversion funnels for e-commerce clients.
- Assisted department leadership in managing overall CRO program development, including evolving the offering, pre-sales support, margin analysis, etc.
- Supported B2C e-commerce clients across health, apparel, and fitness industries.

06/2022 – **GROWTH STRATEGIST / Senior UX Designer**
 06/2023 OSTRO HEALTH – REMOTE

- Enhanced client acquisition funnels by analyzing quantitative data (web traffic, engagement metrics) and qualitative insights (client interviews), boosting conversions from landing pages to sign-ups.
- Designed and executed A/B tests, optimizing UX and achieving measurable lifts in KPIs such as conversion rates and user retention.
- Leveraged analytic expertise to monitor page-level and channel-specific metrics, delivering recommendations that improved UX design and increased conversion rates by an average of 35%.
- Conducted competitive research and user discovery, translating findings into wireframes and prototypes that prioritized mobile-first, responsive design principles.
- Presented data-driven growth strategies to cross-functional teams, fostering collaboration with Product and Design to roll out UX enhancements.
- Supported B2B clients in the medical and SaaS industries, delivering impactful operational solutions.

05/2021 – **SENIOR CONVERSION OPTIMIZATION ANALYST**
 06/2022 AMERICAN FINANCING CORPORATION – REMOTE

- Drove client-aligned CRO strategies, managing testing roadmaps and achieving incremental growth in conversion rates across web and landing page experiences.
- Executed A/B and multivariate tests, analyzing results with quantitative rigor to provide insights that increased lead generation and user engagement.
- Partnered with UX/UI designers and analytics teams to distill complex datasets into actionable recommendations, improving user journeys and boosting conversions by 25% on key pages, including landing pages, lead forms, and application flows.
- Defined and tracked KPIs, presenting findings to stakeholders to align optimization efforts with business goals and enhance client satisfaction.

- Conducted qualitative assessments of user friction points, proposing data-driven UX solutions that streamlined navigation and improved metric performance.
- Managed planning and execution of the testing roadmap.
- Presented experiment results and insights to a variety of internal teams
- Worked closely with the analytics team to distill analytics data to create a data-driven culture.
- Retained and enhanced a record of test results and learnings.

2012 –
2021

UX DESIGN / CRO / SEO / DIGITAL MARKETING & PRINCIPAL CONSULTANT
WEB LAMB LLC, SAN FRANCISCO, CA

- Secured and grew client portfolios through stakeholder interviews and competitive research, identifying business needs and delivering tailored CRO and UX strategies.
- Executed A/B and multivariate testing programs, leveraging qualitative user feedback and quantitative analytics to improve conversion rates and user satisfaction across diverse industries.
- Built reporting dashboards (e.g., Google Analytics, Tableau) to track metrics, providing clients with clear, actionable insights that drove acquisition and retention.
- Leveraged research to facilitate content architecture and recommend how to meet user information needs.
- Designed responsive, user-centric wireframes and prototypes, integrating UX best practices to enhance digital experiences and meet client KPIs.
- Acted as a strategic expert, presenting research-backed recommendations to clients and aligning projects with overarching acquisition and performance goals.
- Acted as a thought leader on the development of new features, and continuous improvement.
- Partnered and continuously aligned with web and performance marketing teams to ensure projects were prioritized within the overall roadmap and achieved the business objectives.
- Served as a strategic subject matter expert on CRO, growth marketing, and all things web performance.

2009 –
2013

STANFORD UNIVERSITY SCHOOL OF MEDICINE
Cognitive Neuroscience Research Analyst / Lab Manager

- Conducted quantitative and qualitative research on emotion, cognition, and memory using neuroimaging (fMRI, EEG), analyzing large datasets to uncover behavioral insights.

- Programmed experiments and presented findings to academic audiences, honing skills in data interpretation and communication of complex results.

2006

HARVARD UNIVERSITY

Research Assistant, Harvard University

- Performed psychophysiological and behavioral experiments, synthesizing qualitative observations and quantitative data to study stress and cognitive function.

2005 –
2009

UC DAVIS, Cognitive Neuroscience Psychology, Bachelors' Degree

Specialization: Cognitive psychology, neuroscience, computer science

- Specialized in cognitive psychology, neuroscience, and computer science with a focus on quantitative research methods, data analysis, and human behavior.
- Praised for "unusually good critical thinking skills" by professors.
- Classically trained in scientific literature review, analysis, and interpretation (peer-reviewed medical journals).

SKILL MASTERY

- Skilled in helping organizations identify where AI fits in their business and turning those ideas into practical tools, bridging the gap for teams who know AI matters but aren't sure where to start.
- Skilled in driving client acquisition and website performance through prescriptive, data-backed recommendations tailored to business objectives.
- Analytical expertise in synthesizing quantitative and qualitative data from diverse sources (e.g., Google Analytics, Hotjar, client interviews) to uncover insights, optimize UX, and inform A/B test hypotheses.
- Proficient in designing and analyzing A/B tests with a proven 38% win rate, exceeding industry standards (10-20%), to improve average conversion rates and key metrics.
- Extensive experience applying UX design best practices, with deep knowledge of mobile-first and responsive design to enhance user journeys and client outcomes.
- Strong communicator, adept at distilling complex analytic findings and research into clear, actionable steps for clients and teams.
- Advanced research skills, including literature reviews, large-scale data analysis, and presenting results with strategic recommendations to diverse audiences.

AREAS OF EXPERTISE

- Quantitative & Qualitative Research and Analysis
- Conversion Rate Optimization & A/B Testing
- UX/UI Design & User Journey Optimization
- Data Analytics & Metrics Interpretation
- Client Acquisition & Growth Strategy

SOFTWARE

- CRO & Testing: Optimizely, Dynamic Yield, VWO, Adobe Target, Google Optimize
- Analytics: Google Analytics 4, Looker Studio, PostHog, Hotjar, Microsoft Clarity
- UX Design: Figma, Sketch, InVision, Balsamiq
- Development: Shopify, Magento, Webflow, HTML, CSS
- SEO/SEM: SEMrush, Ahrefs, Screaming Frog
- AI: Claude Code, Claude Cowork, Codex, Grok

GENERAL PROFICIENCY

- Project Management
- Digital Marketing & Content Strategy
- Technical Writing & Research Synthesis
- Web Development (HTML, CSS, PHP, jQuery, C++, Wordpress, Drupal)
- Brand Strategy
- Search Engine Optimization (analysis & strategy for both on- and off-page)
- Search Engine Marketing (Google Ads, Microsoft Ads)
- CMS/WordPress (development, best practices)
- Research methods and best practices
- Literature review with critical analysis and accurate interpretation