

# Phil Vox

Analytics & CRO Specialist

Location: Orlando, Florida, United States

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**Portfolio:** <https://philvox.me/>

A certified expert in Twilio Segment and Amplitude with a proven track record in steering web development and analytics projects to success. Skilled at crafting data-driven strategies that boost conversion rates and enhance marketing efficiency across various B2B and B2C landscapes. Known for fostering collaborations and translating data into actionable insights, I bring a deep understanding of the Martech stack to every role.

## Skills

**Martech Stack:** Twilio Segment, Amplitude, Google Analytics/GA4, Google Tag Manager, Braze, Drift, VWO, Google Optimize, Optimizely, A/B Testing, Magento, Shopify, HubSpot, Klaviyo, Salesforce, ChiliPiper, Marketo, Mixpanel, ConvertFlow, QuantCast CMS

**Technologies:** GIT, JavaScript, Node.js, React, HTML, CSS, API/integrations, ETL, Zapier, TypeScript, MongoDB, SQL, Marketing Automation, Snowflake

**Methodologies:** Agile, CRO Management, Web Analytics

**Certifications:** Twilio Segment, Amplitude

## Experience

### Solutions Developer | McGaw.io | August 2020 - August 2023

Oversaw CRO test development, and implemented Twilio Segment and Amplitude analytics for 5-7 world-class clients monthly. Duties involved diving into new martech stacks, creating insightful tracking taxonomies, connecting and implementing everything via Twilio Segment instrumented through Google Tag Manager using best data governance principles, then piping the clean data to a CDP such as Amplitude or a data warehouse.

Further duties included front end work implementing A/B tests and preparing custom dashboards for measurement of success in Amplitude. Developed over 150 CRO tests, optimizing both ecommerce and leadgen platforms to enhance conversion rates in critical funnel paths through iterative approaches.

#### Notable Projects:

**Bauer Hockey:** Structured and implemented tracking taxonomies, aiding the integration of clean data via Twilio Segment through Google Tag Manager and improving marketing automation tools.

**Data.ai:** Enabled a seamless major website relaunch, automating the QA of thousands of pages and enhancing the existing Martech stack and fixing issues with existing Consent Management System.

**Burpee Gardening:** Worked with multiple agency and internal Burpee team members to create and implement full A/B testing plans using Google Optimize, utilizing custom tracking event-based analytics piped to bespoke Amplitude dashboards to measure and improve marketing efforts on a broad scale.

## Digital Marketing Specialist | Markentum | June 2018 - July 2020

Formulated advertising strategies for over 60 senior living communities, managing annual budgets up to \$1m and focusing on maximizing ROI and ensuring good data collection practices by optimizing ad pixels and proper Google Analytics tracking taxonomies. Collaborated with internal teams to enhance campaign impact and effectively allocate budget.

## Digital Marketing Manager | HarborChase, Oaks Senior Living + more | June 2018 - July 2020

Steered the digital marketing efforts of several senior living communities, efficiently allocating over \$1m in annual advertising budgets and optimizing marketing funnels for different firms including HarborChase and Oaks Senior Living. Utilized HubSpot, Google Analytics, Google Ads, Facebook Ads, and Twitter Ads with additional retargeting efforts through Adroll.

## Projects

### Project Name: Bauer Hockey

**Tools/Environments:** Twilio Segment, Amplitude, Google Tag Manager, JavaScript, HTML, CSS

**Outcome:** A fully customized tracking taxonomy connecting the existing martech stack to Segment with data owned by Bauer displayed in fully realized Amplitude dashboards, enabling the marketing team to find new opportunities in key steps in multiple funnels.

**Duration:** 9 months

### Project Name: Hydrow

**Tools/Environments:** Google Optimize, Amplitude, Google Tag Manager, ConvertFlow, SendGrid, JavaScript, HTML, CSS

**Outcome:** Multiple A/B tests ran over several months, including critical holiday seasons and tests tied to promotional efforts. Created, maintained and updated tracking for deep analysis giving a 5-7% lift on conversion in critical funnel paths.

**Duration:** 14 months

### Project Name: King's Hawaiian A/B Testing & Tracking Improvements

**Tools/Environments:** Google Optimize, Amplitude, Google Tag Manager, ConvertFlow, Klaviyo, Drift, JavaScript, HTML, CSS

**Outcome:** Multiple A/B tests ran over several months, resulting in 5-10% lift in email signup conversions and 2-5% in sales over critical promotion days. Assisted in refining Segment tracking taxonomy and implementing new tracking events to support A/B testing and give deeper insight into critical funnels. Spec'd out tracking plans and methodology for physical product sales tracking using UPC codes paired with loyalty programs to pipe data directly to Twilio Segment.

**Duration:** 8 months

**Note:** Additional experience including roles and locations available upon request, further detail and projects are available at: <https://philvox.me/>