

ATTICUS LI

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GROWTH, CRO & EXPERIMENTATION LEADER

8+ years of experience scaling experimentation and growth programs across Fortune 500 enterprises and high-growth startups. Known for combining behavioral economics, digital experimentation, and statistical rigor to drive measurable business impact. Delivered \$30M+ in verified revenue impact and \$14M+ cost savings by building enterprise experimentation systems that drive continuous learning, faster decision-making, and product-led growth. Expert in Bayesian testing, causal inference, personalization, and funnel optimization at scale.

CORE EXPERTISE

A/B & Multivariate Testing (Optimizely, Adobe Target, VWO) | Bayesian & Sequential Testing | Experimentation Governance & Guardrails | Personalization & CDP (Tealium, BlueConic, Dynamic Content) | Funnel Optimization & Journey Mapping | Behavioral Economics & UX Psychology | Marketing Analytics & Attribution (GA4, Adobe Analytics, Heap) | Measurement Strategy | Predictive Modeling & ML for Personalization | Conversion Copywriting | Executive Stakeholder Management | Growth Strategy & Go-to-Market Alignment | LTV / CAC Optimization | Cross-Channel Experimentation (web, email, in-app) | Collaboration with Product, Design, & Engineering Teams

PROFESSIONAL EXPERIENCE

NRG (Fortune 500 - \$20B Revenue)

Austin, TX (remote)

Conversion Rate Optimization & UX Manager | Experimentation Team Lead

May 2023 - Present

- Building NRG's enterprise-wide experimentation program across 5 energy brands serving 7M+ customers in 24 states, establishing standardized testing frameworks and analytics pipelines.
- Scaling testing velocity 4x by launching 150+ experiments with 24 wins (16% success rate), generating \$23M combined impact (\$16M revenue growth, \$7M cost savings) under prior attribution model.
- Transitioning experimentation ROI tracking to a new attribution framework while maintaining steady growth in customer conversions and cross-brand testing adoption.
- Optimizing full-funnel acquisition and retention through Bayesian and sequential testing, improving conversion rates 20% and reducing CAC 18% across major brands.
- Implementing AI-driven personalization via Tealium CDP and Optimizely, increasing personalized lead acquisition 23% with dynamic content delivery and behavioral segmentation.
- Securing 90% executive and stakeholder buy-in through workshops and impact reporting, embedding experimentation culture enterprise-wide.
- Applying behavioral economics frameworks to retention and cross-sell initiatives, boosting high-value customer conversions 30%, cross-sell 16%, and NPS 20%.
- Leveraging AI tools (ChatGPT, Claude, Optimizely AI) to accelerate test analysis and insight delivery while implementing AI safety, data privacy, and model-governance standards; reduced analysis time 40% and improved insight accuracy and reliability.

Silicon Valley Bank (Pre-Acquisition - \$200B+ Assets)

Austin, TX (remote)

Senior Marketing Analytics and Conversion Rate Optimization

Jun 2021 – May 2023

Drove data-driven growth strategies for Startup Banking division serving 40,000+ high-growth startups, leading comprehensive A/B testing and advanced analytics to optimize client acquisition and campaign performance.

- Leading analytics, experimentation, and measurement strategy for Startup Banking division serving 40K+ startup clients, directly supporting \$1B+ new business pipeline growth.
- Designing and executing 130+ experiments (web, email, and CRM) with 32% average conversion lift and 20% improvement in campaign ROI.
- Driving optimization of onboarding funnels and acquisition flows, reducing CPA by 20% and increasing lead volume 10% through advanced behavioral analysis.
- Integrating BlueConic CDP and ML-based personalization, delivering 22% engagement lift through predictive targeting and dynamic content.

- Collaborating with internal teams and external agencies to execute data-driven creative and landing page experiments that improved lead-to-close rate 15%.
- Training 15+ marketing professionals on CRO, Bayesian analysis, and experimentation frameworks, scaling team experimentation maturity 30% YoY.
- Building reporting automation infrastructure in SQL, Tableau, and Optimizely, reducing manual analytics time 85% and increasing visibility into test performance.

AdMixt (Paid Performance Marketing Agency)
Marketing Analyst - Operations & Client Strategy

Austin, TX (Remote)
 Apr 2020 – May 2021

Managed agency operations, client relationships, and lead generation strategies for high-growth D2C brands to improve operational efficiency and client acquisition across multiple accounts.

- Increasing campaign ROI 20% for premium D2C brands (*MeUndies, eHarmony, The Honest Company*) by leading A/B tests and data-driven optimizations across ad creative, paid media strategy, and landing-page performance.
- Conducting audience segmentation and competitive analysis for 15+ premium brands, identifying behavioral insights that informed targeting, creative direction, and growth campaign strategies.
- Enhancing market positioning 10% by analyzing 13 direct competitors across 53 unique qualifiers, driving incremental market share through data-backed brand and pricing strategies.
- Elevating overall campaign performance 15% by training 10+ specialists on behavioral economics, analytics interpretation, and experimentation best practices—building a data-centric, test-and-learn culture across teams.

The Digital Economist (Startup Incubator)
Digital Marketing Analyst - Business Development

Austin, TX (Remote)
 Apr 2020 – Jul 2020

Developed and executed digital marketing and business development strategies for early-stage startups, focusing on growth optimization and competitive market positioning.

- Driving 20 % quarterly growth for early-stage startups by building and executing data-driven marketing and business-development strategies focused on visibility, user acquisition, and sustainable scaling.
- Conducting competitor and market-landscape analysis across 18 digital incubators, uncovering optimization opportunities in 7 key performance areas that improved positioning and client retention.
- Developing KPI frameworks and analytics dashboards to track performance, enabling founders to make faster, evidence-based go-to-market decisions.
- Collaborating with startup founders and cross-functional teams on brand, UX, and funnel testing initiatives that accelerated product-market fit and investor readiness.

University of North Carolina Wilmington
Business Analyst – Purchasing and Contract Administration

Wilmington, NC
 Aug 2018 – May 2019

- Reducing procurement costs 35 % by analyzing three years of spend data, identifying redundant contracts, and renegotiating supplier terms for measurable savings.
- Evaluating cost variance across top 10 spend categories and recommending reallocation strategies that improved budget efficiency university-wide.
- Monitoring departmental purchases for compliance, cutting wasteful expenses and ensuring policy alignment through daily audit reviews.

Comfort Neck LLC
Director of Marketing And Business Development (Startup)

Wilmington, NC
 Sep 2017 – May 2019

Led marketing operations and business development for e-commerce startup, managing cross-functional teams and implementing CRO strategies to drive sales growth and market expansion.

- Increasing sales 25 % and marketing productivity 30 % by leading a 35-person remote team through iterative A/B testing and conversion optimization across Shopify and Facebook Ads.
- Implementing CRO and UX improvements that lifted lead acquisition 20 % and delivered a 2.5× return on ad spend.

- Optimizing SEO long tail strategy to achieve first-page Google rankings for priority keywords, boosting organic visibility and customer trust.

EDUCATION

University of North Carolina Wilmington | Wilmington, NC

Bachelor of Science in Business Economics

- Honors: Omicron Delta Epsilon (International Honor Society in Economics)

CERTIFICATIONS

Conversion Rate Optimization – CXL Institute

Behavioral Economics & Psychology in Marketing – Mindworx

Business Analytics & Predictive Analytics – UNCW Swain Center

Project Management – UNCW Swain Center

Inbound Marketing Certified – HubSpot

Google Analytics Essential Training – LinkedIn Learning

TECHNICAL SKILLS

AI, Machine Learning & Automation

Generative AI (ChatGPT, Claude, Jasper, Perplexity) · Advanced Prompt Engineering · AI-Driven Personalization · Recommendation Engines · Predictive Analytics · Machine Learning for Targeting & Conversion Prediction · Causal Inference · Attribution Modeling · Reinforcement Learning (Dynamic Pricing) · AI Safety & Governance (Bias Detection, Guardrails, Transparency) · Automated Reporting Pipelines · Ethical AI in Marketing

Experimentation & Conversion Optimization

A/B & Multivariate Testing · Bayesian & Sequential Testing · Incrementality Measurement · Experimentation Governance · Guardrail Metrics · Statistical Significance & Power Analysis · Hypothesis-Driven Roadmaps · Funnel Optimization · Landing Page Optimization · Behavioral Experiment Design · Conversion Copy Testing

Analytics & Data Science

Python (Pandas, SciPy, Statistical Modeling) · SQL · R · Tableau · Power BI · Looker Studio · Google Analytics 4 (GA4) · Adobe Analytics · Amplitude · Mixpanel · Heap · Contentsquare · Hotjar · Excel (Advanced Data Modeling & Forecasting)

Personalization & Marketing Technology (MarTech)

Optimizely (Advanced) · Adobe Target · VWO · AB Tasty · Tealium CDP · BlueConic · Dynamic Content · Real-Time Segmentation · Marketing Automation (HubSpot, Marketo, Pardot, Demandbase, 6sense) · Google Tag Manager · CRM AI (Salesforce Einstein, HubSpot AI)

AI Marketing & Growth Automation

AI-Powered Copy & Creative Generation · Predictive Lead Scoring · Dynamic Ad Personalization · Automated Experiment Design & Analysis · AI-Based Content Optimization · Cross-Channel Experimentation (Web, Email, In-App) · Automated Analytics Insights

Product-Led Growth & UX Research

Product Feature Experimentation · In-App Optimization · Retention & Activation Funnel Analysis · Behavioral Segmentation · Customer Journey Mapping · Usability Testing · User Research · Figma · Heat Mapping (Contentsquare, Hotjar) · Session Replay Analysis

Leadership, Strategy & Collaboration

Cross-Functional Delivery (Product, Design, Engineering, Marketing) · Executive Stakeholder Management · OKR Development · AI Readiness & Adoption Strategy · Portfolio Prioritization · Agile/Scrum Methodology · Jira · Asana · Monday.com · Confluence · Slack · Microsoft Teams