

Jason A. Egan

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Summary

I help companies optimize their Web sites and online marketing using A/B and multivariate testing as well as advanced Web analytics. I have over 7 years of experience in site optimization, online marketing, Web analytics and social networking.

I have 5 years of client-facing/consulting experience with online agencies and business organizations. I have consulted companies in site optimization online marketing, Web analytics, and business strategy. I have developed and managed the online marketing and site optimization offerings for an interactive agency (optimization, paid search, SEO and email marketing). I've worked with/for online companies in multiple industries such as retail e-commerce, content/publishing and B2B lead generation.

I am extremely self motivated and have excellent communication skills. I have taught myself, HTML, ColdFusion, CSS, the use of JavaScript to implement Web analytics and other Web technologies. I blog, write articles, make videos and participate in the social networking and Web analytics communities: <http://jasonegan.net>

I've had extensive online experience with well known national brands such as HGTV, Food Network, DIY Network, Fine Living, The Washington Post and Jewelry Television (largest retailer of loose gemstones in the world).

I have worked closely with Omniture in their product direction for Web analytics and site optimization and am also a member of Omniture's Customer Advisory Board, having presented on their behalf to investors at NASDAQ.

Business Experience

June 2007 – Current Knoxville, TN

Jewelry Television

Senior Web Analyst

Responsible for the creation of measurement and optimization strategies for the company's primary Web site as well as new online products and properties. Responsibilities also include complex implementations of Web analytics and business intelligence tools and A/B & multivariate testing. Also responsible for the mentoring of Web and business intelligence analysts in the preparation of analyses and Web analytics/measurement strategy.

Key Accomplishments:

- Improved site conversion through testing and optimization of product cross selling, product imagery, internal site search, marketing campaign landing pages and other key parts of JTV.com.
- Managed and implemented companies entire strategy for site optimization and Web analytics
- Managed company's site optimization strategies, including ROI analysis. Utilized Omniture Test&Target (Offiermatica).
- Created a Web analytics measurement strategy for online communities and social networking sites.
- Designed and implemented the company's strategy for measuring online video, AJAX and other rich Internet applications.
- Implemented complex systems to integrate offline information for sales and customers with Web analytics data.
- Mentored Web and business intelligence analysts in the use of Web analytics and site optimization information and strategies.
- Created the company's entire strategy for the measurement and optimization of a multi-million dollar online marketing budget.
- Worked closely with Web development and product development teams to automate collection of analytics information.
- Member of Omniture Customer Advisory Board.

June 2006 – May 2007 Knoxville, TN
Scripps Networks
Senior Online Analyst

Responsible for the planning and implementation of Web analytics systems, as well as site optimization, including A/B testing. Also responsible for defining audience segments, analyzing consumer behavior patterns, and helping to develop audience growth, retention and loyalty strategies for the online properties of Scripps Networks. Assisted with the development of new products by evaluating client needs and new industry trends. Sites include HGTV.com, FoodNetwork.com, DIYNetwork.com, FineLiving.com and GACTV.com.

Key Accomplishments:

- Optimized site bounce rates by working with design and development to optimize site navigation.
- Managed tracking strategies for AJAX, Flash, Rich Internet Applications (RIA) and online video.
- Designed and implemented Omniture and WebTrends implementations for well-known national media brands (HGTV, Food Network, DIY, Fine Living and others).
- Assisted in new product development as a part of Scripps Networks' Interactive Research Department.
- Assisted in beta process for Omniture Discover 2 and presented to investors and national media at NASDAQ closing in New York City.
- Improved the current Omniture implementation by upgrading JavaScript and site content on a regular basis.
- Experience with online research tools such as Nielsen NetRatings and Hitwise

November 2004 – February 2006 Knoxville, TN
Edfinancial Services, Inc.
Internet Marketing Specialist

Primary responsibilities included the management of Web analytics, paid and natural search marketing and e-mail marketing. Evangelized the importance of Web analytics as a vital part of the company's ongoing success. Analyzed online traffic and data while reporting this information to executives and management.

Key Accomplishments:

- Managed selection and implementation of Omniture SiteCatalyst
- Worked with our programming department to enhance the quality and types of data being provided by Web applications for enhanced online analytics.
- Implemented a Web analytics strategy to distribute key performance indicators and report Web site optimization opportunities to executives and business users.
- Worked with executives to identify and raise awareness of long-term business objectives and opportunities to maintain an effective strategy and direction for Edfinancial Services Web sites.
- Oversaw the selection process and implementation of an e-mail marketing solution for the company. Created a true e-mail marketing strategy for the company that included advanced e-mail marketing utilizing dynamic content segmentation and personalization.

October 2002 – November 2004 Knoxville, TN
Mediapulse, Inc.

Internet Marketing Specialist

Created and implemented complete Internet marketing strategies for clients in multiple industries. Managed and developed the company's entire search engine and strategic Internet marketing offerings and services. Assisted CEO in new business development for Internet marketing services.

Key Accomplishments:

- Managed Web analytics and site optimization for multiple clients in varying industries
- Created and executed a targeted search engine marketing campaign for New Homes Guide (www.newhomesguide.com), a subsidiary of the Washington Post, resulting in a 120% increase in orders for the company's print version of its guide. Also increased targeted search engine traffic by 80%. The company also achieved top 5 search engine rankings for multiple, targeted keyword phrases. This campaign included search engine optimization, as well as an aggressive paid search campaign.
- Expanded the company's services in strategic Internet marketing and Web site design/development by spearheading the creation of the role of a dedicated Internet marketing specialist within the company

November 2000 – November 2002 Knoxville, TN
Egan Web Design

Web Designer and Owner

Owner of Web design and development company, creating sites for external clients using HTML, CSS, ColdFusion, JavaScript and other Web technologies. Responsibilities also included the business development and sales as well as best practices consulting. Also remotely managed pay-per-click, e-mail and other online marketing campaigns for business in various industries across the country.

February 1998 – July 2002 Knoxville, TN

Certified Public Accountant

Certified Public Accountant (CPA) with experience in both audit and tax preparation services (corporate and individual).

Education

University of Phoenix 2002-2004

Master of Business Administration (MBA) in E-business

- GPA of 3.8
- Course work included e-business marketing, operations, and law, as well as traditional MBA course work

East Tennessee State University 1995-2000

Bachelor of Business Administration (BBA)

- Graduate work in e-commerce management and consulting
- Project leader for graduate consulting course work
- Tuition scholar at ETSU Graduate School of Business

Other Skills

- Omniture: SiteCatalyst, Discover and Test&Target (Offermatica)
- Various Web analytics products: Google Analytics, Unica, WebTrends, ClickTracks, Woopra
- Expert user of Microsoft Excel for data analysis
- Web technologies: HTML, CSS, ColdFusion, JavaScript
- E-mail Marketing Technology: ExactTarget, Responsys, Lyris