

Aimee Pederson

Frontend Developer | QA Engineer | Web Optimization | Analytics | Consultant

Web expert with 10+ years experience in ecommerce A/B testing. Seeking a challenging opportunity that applies coding skills and critical thinking to make a positive impact.

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Hopkins, MN

[linkedin.com/in/aimee-pederson](https://www.linkedin.com/in/aimee-pederson)

SKILLS

Process Improvement

Cross-Functional Collaboration

User Experience (UX)

JavaScript / HTML / CSS

Accessibility Standards

Adobe Creative Suite

Adobe Analytics

Microsoft Excel / Office

SQL

Documentation & Reporting

Introductory React

EDI, XML

EXPERIENCE

Senior Manager, Site Operations & Optimization | Fingerhut

05/2021 - 04/2024

- € Manage and motivate employees, helping them to think independently, feel productive and valued, and share a positive attitude.
- € Resolve cross-functional conflicts, actively listening to concerns and finding appropriate middle ground.
- € Leverage data and analytics to make informed decisions and drive business improvements.

Senior Ecommerce Site Optimization Analyst | Fingerhut

03/2013 - 05/2021

- € End-to-end A/B testing: manage intakes, gather requirements, code and tag experiences, build Adobe Workspaces, read and make test calls, communicate results, and publish quarterly performance.
- € Partnered with Tag Management to transition A/B testing platform; improved captured visits by 110%.
- € Coded a marketing strategy (iPPM) that added \$9.4M in incremental revenue (+1.5% Fingerhut RPV.)
- € Simplified marketing of proprietary add-on (SafeLine), resulting in 8.81% lift in attachment rate.

Container Data Coordinator | Cargill

11/2010 - 03/2013

- € Trained more than 30 global business units and 250 users on supply chain software and contracting tool. Managed 2,000+ integration key fields from 27 ocean carriers.

EDUCATION

AAS Network Administrator / Analyst (4.0 GPA)

Hennepin Technical College - Eden Prairie, MN | 09/2007 - 12/2008

Bachelor of Individualized Studies: Technical Communication, Photography, and Rhetoric

University of Minnesota - Minneapolis, MN | 09/2002 - 12/2006