

VERONA GILLESPIE

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TECHNICAL E-COMMERCE STRATEGY | PEOPLE LEADERSHIP

CORE SKILLS

- Cross Cultural Communication
- Planning, Delegation & Conflict Management
- Front End Development
- Shopify Plus+
- Shopify Theming
- Heat Mapping: Clarity, HotJar
- GA4
- Heuristic Analysis, Usability Testing, Post Purchase Surveys
- A/B Testing: Intelligems, AB Convert
- ReBuy (partner), ReCharge, Okendo, Yotpo
- Metafields & Metaobjects
- Site & Solutions Architecture
- Photoshop, Illustrator, Figma
- Github and Code Hygiene practices
- Agile, Waterfall, Rapid
- JIRA, Trello, ClickUp, Slack
- HTML, CSS, Liquid

VOLUNTEER WORK

Vice Chair on Board of Directors / Volunteer Coordinator

DogsWithoutBorders.org
2011 - Present

- Manage adoption fairs, IT, website, and social media

Co-Founder / Director

LaikaFoundation.org
January 2018 - Present

- Founded a nonprofit providing veterinary & wellness services to rescue animals

PROFESSIONAL SUMMARY

Versatile and dedicated, e-commerce strategist with an extensive background in engineering for both DTC and B2B storefronts. Expertly bridging conversion and merchandising efforts with technical solutions through extensive interdepartmental disciplines. Excellent communicator with an ability to build client relationships based on honesty, trust and results.

EXPERIENCE

VP OF STRATEGY

ChelseaAndRachel.com (Feb 2024 - Present)

- Performed comprehensive audits for over 30 clients, identifying key areas for optimization to enhance conversion rates, customer retention and overall web performance.
- Helped clients achieve over 5M in additional revenue through effective CRO strategies, with an average ROI of 12% and conversion uplift of over 30%.
- Utilized quantitative and qualitative user research to inform design decisions, improve user experience and reduce churn
- Developed and implemented strategic CRO programs based on data analysis, UI evaluations, and best practices
- Led user behavior analysis using heat mapping and session recording tools to optimize checkout flow and reduce cart abandonment
- Used data insights and user feedback to identify friction points and optimize customer experience across multiple touchpoints
- Conducted regular conversion funnel analysis to identify and resolve user experience bottlenecks
- Led the Strategy team, guiding SEO, content and retention efforts for major digital transformations.
- Delegated data management and record keeping such as visualization charts, optimization roadmaps and user journey maps to members of the strategy team to improve project timelines
- Built strong client relationships on a foundation of transparency and trust, while developing and executing technical and CRO strategies that align with business goals, ensuring long-term success.

DIRECTOR OF ENGINEERING

ChelseaAndRachel.com (Feb 2020 - Feb 2024)

- Developed and optimized custom Shopify themes for Shopify and

NOTABLE PROJECTS

OrganicPrairie.com
MotherLove.com
AllureBeautyBox.com
JLOBeauty.com
MadeInNature.com
GQBox.com
RedBarn.com

LANGUAGES

English (*fluent*)
French (*fluent*)
ASL (*intermediate, conversational*)

EDUCATION

Master of Fine Arts (Acting)
Bristol Old Vic Theatre School

Bachelor of Applied Arts (New Media)
Ryerson Polytechnic University

Google Analytics Certification
Google AdWords Search Certification

ShopifyPlus stores

- Managed a team of 8 developers, assigning projects, meeting with each regularly, mentoring and advocating for their success
- Implemented customer journey tracking to identify and optimize key conversion touchpoints
- Increased conversion rates by average of 30% across client portfolio through data-driven UX improvements and A/B testing initiatives
- Developed and executed mobile-first optimization strategies leading to 30%-60% increase in mobile conversion rates across client stores
- Integrated analytics tracking systems to measure and optimize key performance indicators (KPIs)
- Identified technical needs and provided custom, or app based solutions
- Audited app stacks to improve site speed and remove bloat
- Created internal processes for best practices across multiple departments, including project management, developer handoff, ticket management, Versioning and QA
- Collaborated with designers to provide technical feedback on mockups, flagging features outside of project scope
- Evaluated team-members skills and provided learning and training opportunities to improve performance and expand company wide offering
- Grew the team by recruiting, interviewing, hiring and training new developers
- Created and maintained documentation library (written and video) for client training

SHOPIFY DEVELOPER

Aeolidia (April 2019 - April 2020)

- Provided concierge development services to retainer clients
- Audited existing sites for code-based improvement opportunities
- Scoped and developed new features for existing storefronts
- Converted vintage themes to 2.0 stores, retaining the same design and brand language
- Communicated directly with clients to ensure quality customer support and alignment with their needs
- Worked closely with PMs and designers to reskin third party themes with on-brand visuals for rapid deployment of Shopify stores

FRONT END DEVELOPER & PRODUCT DESIGN

Appetize (March. 2016 - April 2019)

- Created user journey maps to lead user interface design
- Led an iterative design and build process to ensure consistent user experience, across multiple devices and platforms
- Developed front-end templates using HTML and CSS to deliver thoughtful user experiences, connected to proprietary back end systems
- Created technical specifications and documentation for back end developers to facilitate parallel release development
- Integrated with a cross-disciplinary team of product management and engineering, in all phases of design, from discovery to execution
- Maintained a consistent brand voice and style across multiple products
- Worked closely with distributed teams to fulfill tech debt and client-side tickets for feature upgrades and experience improvements,