

JACQUELINE KAHN

jackiekahn3@gmail.com | linkedin.com/in/jacqueline-kahn | heyimjackie.com | (561) 929-7442 | West Palm Beach, FL

SUMMARY

Results-driven Senior Strategist with 5+ years of expertise in eCommerce strategy, A/B testing, and data analysis. Skilled in optimizing customer journeys, driving revenue growth, and improving client retention through actionable insights. Adept at leading & mentoring teams, managing cross-functional projects, presenting to C-Suite stakeholders, and streamlining processes to align strategies with business goals. Proficient in GA4, UX/UI tools, and digital marketing platforms, with a strong focus on data-driven decision-making. Known for fostering strong client relationships and delivering measurable client success, supported by leadership and emotional intelligence.

SKILLS

Core Competencies: A/B Testing, Brand Marketing, Conversion Rate Optimization (CRO), Competitive Analysis, Customer Journey Mapping, Data Analysis & Reporting, Digital Marketing, D2C Marketing, eCommerce Strategy, Go-to-Market Strategy, Lead Generation, Lifecycle Marketing, Marketing Strategy, Product Marketing, UX/UI Strategy

Technical: Google Analytics (GA4), Figma, Shopify, Microsoft Clarity, Hotjar, Lucky Orange, Monetate, VWO, Convert, Dynamic Yield, HTML/CSS (Beginner), Microsoft Office Suite, Google Drive Suite, Wrike, Jira, Slack, Zoom, Hubspot, Canva, SEMRush, Audiense

Management & Leadership: Account Management, Communication, Cross-functional Management, Data Storytelling, Emotional Intelligence, Mentorship & Training, Organization Skills, Presentation Skills, Team Management

EXPERIENCE

Acadia (*Acquired SplitTesting.com*)

October 2022 – Present

Lead Senior Strategist, CRO

- Boosted client retention by 300% by leveraging emotional intelligence to present strategic insights, address client needs, and pivot conversations, ensuring client satisfaction while delivering data-driven eCommerce strategies through A/B testing and consulting, contributing to referrals from 7+ clients
- Mentored and empowered a team of 3+ strategists across 13+ client accounts (70% department revenue), enabling them to lead client meetings independently, and conducted department-wide training on data analysis within Google Analytics 4 (GA4), data storytelling, and client management, resulting in 2+ team member promotions
- Analyzed 1,000+ A/B tests and global eCommerce data by evaluating key KPIs and advising clients on go-to-market strategies, subscription business models, and customer funnel optimizations, generating an average increase of 30% in client portfolio revenue growth (\$500M in sales)
- Developed internal client management processes and external quarterly business review meetings, both adopted department-wide, to improve internal efficiencies by 10% and strengthen client relationships, ensuring alignment to unique business goals
- Presented in person at Acadia's Annual Digital Growth Marketing Summit to 100+ C-Suite executives and clients highlighting the value of conversion rate optimization and sharing best practices to enhance eCommerce strategies

2U (*Merged with edX*)

February 2022 – September 2022

Brand Marketing Strategist

Remote

- Generated \$30M+ in revenue by leading the development of data-driven, customer-focused marketing strategies driving student enrollment conversions for 6 graduate degree program products
- Served as the marketing lead for university stakeholders, facilitating stakeholder discussions to align objectives with overarching growth strategies, present marketing initiatives, and provide program performance updates
- Managed prospect funnel performance by analyzing Tableau report data to identify opportunities to increase conversions for application submissions and enrollments and leveraging tactics on 10+ digital marketing channels

- Pioneered competitive analysis reporting across 9+ digital channels and presented marketing funnel pain points to 20+ stakeholders, including C-Suite, resulting in a 15% increase in sales leads
- Spearheaded the acquisition of a new social media listening tool and evaluated target audience behavior to enhance user experience, define audience segments, refine value propositions, and optimize product messaging, driving improved lead generation strategies for 25+ products
- Developed go-to-market strategy on new wellness product launch by conducting surveys, defining target audience, creating buyer personas, and developing value proposition and messaging for paid media, email, and sales channels, while collaborating with an external strategic consulting agency
- Supervised intern on competitive analysis report, digital A/B testing across all paid media channels, market research initiatives, and independent coding project to enhance information access across digital team

- Managed 50+ digital marketing A/B tests monthly across paid social, SEM & display, email, and sales channels globally from ideation to analysis, and reported insights during weekly check-in meetings to managers
- Contributed to 98% increase in YoY revenue for email campaigns, 37% increase ROAS for paid social campaigns, and 52% ROAS for SEM & display campaigns by optimizing campaign A/B test results and provide insights

EDUCATION

- Graduate Certificate in Tourism and Hospitality Business Management

Bachelor of Science in Psychology

- Study Abroad Program: UF in Sorrento in Sorrento, Italy
- Organizations / Awards: UF Honors, Sigma Kappa Sorority (VP of Finance), Dean’s List, Graduated Cum Laude Honors

AWARDS & CERTIFICATIONS

Awards: Acadia’s 2024 “Can Do” Core Value Award

Certifications: Certified Digital Marketing Professional (Digital Marketing Institute), AMA Professional Certified Marketing PCM in Digital Marketing, Microsoft Office Excel Certified, Google Analytics Certified