

**Tyler Hilligoss (He/Him)** | 952 334 9808 | [tyler.hilligoss@gmail.com](mailto:tyler.hilligoss@gmail.com) | [linkedin.com/in/tylerhilligoss/](https://www.linkedin.com/in/tylerhilligoss/)  
Oakland, CA

## E-Commerce Manager, Digital Analytics

A competitive, data-driven E-Commerce professional with 12 years of retail B2C E-Commerce experience. Four years building small, high-performance teams with diverse experience setting performance objectives and delivering \$MM site optimizations that created lasting impacts for both employees and customers.

### Skillset

**Key Skills:** Conversion Rate Optimization | A/B Testing | Data Analytics | Vendor Management | Team Leadership | Funnel Analysis | P&L Management | Digital Merchandising | Product Information Management | Competitive Analysis | SEO

**Proficiencies:** Adobe Analytics | Confluence/Jira | Optimizely | Shopify | SQL | HTML/CSS | Power BI | Adobe PS/PP

### Experience

#### A/B Testing Manager – Gap, Inc. – May 2021 to May 2023

Developed AB Testing strategy for Gap, Inc.'s Product Management teams across the entire multi-brand portfolio, consisting of ten different websites in the US and CA.

- **Defined test plans in Confluence** by using data from Adobe Analytics to identify the correct KPIs to measure against and to calculate estimated test length.
- **Executed A/B tests in Optimizely and built Adobe Analytics dashboards** to monitor test performance and keep stakeholders informed.
- Educated Product and Brand leaders on testing best practices, how to interpret dashboards, and basic statistical understanding to help them make the most informed decisions.
- Streamlined AB testing workflow by standardizing dashboard templates in Adobe and reorganizing shared Confluence spaces, **helping drive 70% more testing opportunities YoY.**
- Identified iterative and preventative testing opportunities and effectively communicated recommendations.
  - Advised senior leadership on an issue with a 3<sup>rd</sup> party payments Product deployment, **preventing a 3% conversion rate drop** in Checkout and saving over \$10M in revenue.
  - Uncovered a gap in previous data analyses that showed a false negative for enabling a feature, which lead to iterative testing and a new path forward for the feature.

#### E-Commerce Manager – Best Buy – Jan 2017 to Mar 2021

Built and managed a new team of Sr. Analysts that owned online P&L and direction for the Smart Home and Music & Movies (digital) categories across four years of 100-200% revenue growth.

- Regularly collaborated with cross-functional leaders from over fifteen different teams, including Product Owners, Marketers, Merchandisers, and Creatives to define and execute business objectives.
- Liaised with A/B Testing and Product teams to identify conversion opportunities across the shopping funnel.
  - Discovered an opportunity with the visibility of Gift with Purchase promotions and collaborated with the Product team to **implement a UX enhancement that drove \$10M in revenue.**
  - Isolated a friction point in the shopping journey for digital bundles. **Led a multi-team project that resulted in a 3-week to 5-min standard lead time improvement and an experience that drove \$200M in revenue.**

- Built close partnerships with vendors like Google, Amazon, and Apple to optimize site merchandising and to execute high-profile product launches.
  - Managed competing priorities during first Apple launch and established a prioritization consensus between leadership teams, resulting in Best Buy being the first retailer with a live add to cart button.
- Workshopped yearly Holiday plans, identifying development freeze dates, planning the promotional strategies, and managing vendor expectations.
  - A/B tested listing pages to **establish content guardrails and ensure products were above the fold, preventing a 1% drop in listing page to PDP rate.**

### **E-Commerce Analyst and Sr Analyst roles (3) – Best Buy – Aug 2011 to Jan 2017**

Championed the brand presence for several key vendors across the entire shopping funnel on bestbuy.com. Optimized the customer experience for product launches, shopping events, and holiday campaigns.

- Led the compatibility workstream for Smart Home products, building tools with our product teams to help customers understand how Smart Home products fit their lifestyle needs.
  - Established an interactive Buying Guide that drove \$2M in revenue and increased attach rate by 1%.
  - Partnered with our PIM team to create a new data ingestion process to more efficiently collect and organize the complex compatibility datasets from our vendors.
- Promotion management, PDP optimization, PIM, SEO.
- Curated Adobe Analytics dashboards and presented insights at weekly cross-functional performance meetings.
- Pioneered immersive and fully custom brand experiences to be the destination for marketing traffic.
- Piloted a new returns process to reduce customer friction by offering more convenient return shipping options, which led to a 15% reduction in lost returns.

## **Education**

**Certified SQL Developer** – W3Schools – Jun 2024

**Six Sigma Green Belt** – Best Buy, Richfield, MN – Jun 2012

**Bachelor of Arts, Communication Studies** – University of Minnesota, Twin Cities – Jun 2011