Oliver Drägert

FREELANCER ROLE	Conversion Rate Optimization Expert | A/B Test Engineer | Web Analyst | Frontend Developer
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SUMMARY	• Growth minded e-commerce pro with a passion for coding, analytics, statistics and UX • Specialist for the conversion rate optimization of high traffic web shops and booking platforms • Proven customer satisfaction at well-known brands in telco, travel and retail (repeatedly booked)
NATIONALITY	Germany
DATE OF BIRTH	15/09/1975
LANGUAGES	German / English fluent
PROVEN SKILLS	**bold** = expert level **AB Tasty** • **VWO** • **Adobe Target** • **Optimzely** • **Kameleoon** • **Adobe Analytics** • **Google Analytics** • **Javascript** • Typescript • jquery • **React** • **PHP** • **HTML** • **CSS** • **SQL** • **Hotjar** • **Mouseflow** • **Rapidusertests** • Test.io • **Jira** • Confluence • **Wordpress** • **Drupal** • Adobe Experience Manager (AEM) • Typo3 • **Qualtrics** • **Surveymonkey**

Professional Experience

MiSUMi

TIME PERIOD	May 2024 – ongoing
CLIENT	**Misumi Europa GmbH – B2B Wholesale – Frankfurt/Main**
ROLE	*CRO Manager & AB Tasty Engineer (Freelancer)*
TASKS	- A/B test development and evaluation using AB Tasty
	- Presentation of findings to stakeholders
	- Hypothesis generation and creation of test concepts
	- Knowledge sharing with the team
	- Consulting about establishing experimentation culture approaches in organization and processes

SCAN HAUS — Made in Germany
ERST BAUEN – DANN ZAHLEN

TIME PERIOD	March 2024 – October 2024 (8 months)
CLIENT	**Scanhaus Marlow - Construction - Marlow**
ROLE	*Website Optimization Consultant (Freelancer)*
TASKS	- Team coaching in web analytics (GA4)
	- Finding potential for improvement with the help of UX analysis and user survey tools
	- Developing and carrying out A/B tests
	- Presenting ideas and results to the management
	- Web project management tasks

STEIGENBERGER
HOTELS AND RESORTS

IntercityHotel

TIME PERIOD	April 2023 – October 2024 (19 months)
CLIENT	**H World International - Travel - Frankfurt/Main**
ROLE	*CRO Consultant & Coach (Freelancer)*
TASKS	- Creation and Implementation of an Inhouse CRO program
	- Define CRO processes / find the fitting a/b testing tool
	- Enable the ecommerce team to build and analyze a/b tests without external help
	- Establish a fluid test idea management including ideation sessions, backlog, prioritization, board and test archive
	- Build enhanced a/b tests on a React based SPA frontend

1&1 IONOS

2ND CONTRACT	October 2023 – February 2024 (5 months)
1ST CONTRACT	April 2022 – March 2023 (12 months)
CLIENT	**IONOS by 1&1 - Telecommunication – Karlsruhe**
ROLE	*Conversion Manager & Adobe Target Engineer (Freelancer)*
TASKS	- Implementation, test development and team training in Adobe Target
	- Evaluation of test approaches, hypothesis generation and creation of test concepts
	- Statistical analysis of test results in Google Analytics or Adobe Analytics

- Presentation of findings to developers and stakeholders up to C-Level

TIME PERIOD	September 2021 – March 2022 (7 months)
CLIENT	**XING E-Recruiting GmbH – B2B – Hamburg**
ROLE	*Conversion Manager B2B E-Commerce (Freelancer)*
TASKS	

- Conversion rate optimization (CRO) in the online shop for XING e-recruiting products (SaaS solutions for companies with a focus on recruiting & employer branding)
- Carry out fall-out analyses in Adobe Analytics and uncover potentials
- Derive theses for an improved customer journey
- Implement simple optimizations in the CMS (Drupal) and A/B testing tool (Optimizely)
- Briefing the PO / developers on more complex optimizations
- Conducting user interviews and tests (Rapidusertest / Test.io)

TIME PERIOD	August 2021 - November 2021 (4 months)
CLIENT	**Mobexo GmbH – B2B – Bochum**
ROLE	*Conversion Rate Optimizer B2B (Freelancer)*
TASKS	

- Development of the website for a SaaS solution (management of vehicle fleets)
- Hands-on conversion rate optimization, lead generation, website reach expansion

TIME PERIOD	January 2019 - August 2020 (18 months)
EMPLOYER	**AIDA Cruises – Travel – Rostock**
ROLE	*Vice President Digital Business Development (Interim)*
TASKS	

- Establishment and management of an internal agile software development organization with approx. 40 employees (according to SAFe and CI).
- Establishing a business- and data-driven requirements management process
- E-commerce responsibility for 3 digital products (2 x B2C and 1 x B2B)
- Overall responsibility for the company's digital strategy
- C-level position, direct report to the CEO

TIME PERIOD	September 2016 - December 2018 (3 years)
EMPLOYER	**AIDA Cruises – Travel – Rostock**
ROLE	*Scrum Product Owner (Freelancer)*
TASKS	

- Introduction of agile software development at AIDA Cruises (Scrum, Kanban, XP).

- Development of the following e-commerce applications in an adapted build-measure-learn cycle:
- B2C booking platform (reimplementation frontend, Node.js, AWS serverless, Elixier).
- B2C online shop for booked passengers (new development frontend, React, Typescript, Hybris)
- B2B booking platform (new development, React, CRM)
- Stakeholder management (C-Level / CEO)

TIME PERIOD	January 2017 – December 2019 (3 years)
EMPLOYER	**Costa Crociere – Travel – Hamburg**
ROLE	*Consultant Global Employee Survey (Freelancer)*
TASKS	- Conducting the annual employee survey with approx. 50,000 participants worldwide (Qualtrics, PHP, Excel)

TIME PERIOD	May 2011 - August 2016 (7 years)
EMPLOYER	**AIDA Cruises – Travel – Rostock**
ROLE	*Consultant E-Commerce / Digital Marketing (Freelancer)*
TASKS	- E-commerce strategy and business plan creation

- Conversion Rate Optimization of the Online Booking Engine
- Continuous increase of leads & sales multi-channel
- Technology consulting (Agile development in house yes/no?)
- Concepts for AIDA App / project management of implementation
- Trend scouting in the social media environment
- Interim management online marketing > 10 employees
- Recruiting software developers, business functions)