

Ed Cupaioli

ed.cupaioli@gmail.com | [Website](#) | [LinkedIn](#) | [Github](#) | 469-867-3438 | Sacramento, CA

Product Manager with digital transformation experience in design, development, and optimization. Skilled in project management, consulting, stakeholder engagement, and cross-functional collaboration. Proficient in A/B testing, data analysis, and user engagement strategies.

Product Analytics - Albertsons

April 2023 - Present

- Defined business requirements and acceptance criteria for analytics solutions for cross-functional web and app teams ensuring high quality standards.
- Authored technical documentation in Confluence and designed solutions for Google Analytics, Adobe Launch, and Google Retail Search initiatives.
- Participated in Scrum ceremonies: managed feature backlog, wrote user stories in JIRA for developers, coordinated delivery with non-technical teams, and contributed to project roadmaps and sprint planning.

Web Consultant - Ed Cupaioli LLC

May 2021 - Present

- Gathered product requirements from clients, created roadmaps, planned projects according to budgets, and refined and assigned tasks to designers and developers.
- Evaluated feature needs and pain points analysis for content management and user experience.
- Established and ran daily standups, wrote technical documentation for engineers and clients, and designed and implemented solutions for IAM, CMS, and CRM.

Product Manager – eStreet

July 2020 - May 2021

- Established SDLC processes for digital projects and products in order to streamline product launches and proactively prevent bugs.
- Oversaw the discovery and design process, vetted vendors, managed engineers, and ensured delivery was high-quality and WCAG compliant.
- Managed A/B tests and implemented analytics solutions for eCommerce clients.
- Gathered requirements, wrote documentation, and project managed the integration of tax compliance software.

Product Manager – Arcadia

February 2018 - July 2020

- Established agile methodology in order to manage and continuously improve three distinct products for Arcadia: website, blog, and support center.
- Analyzed website data, user interviews, and screen recordings to improve conversion rates in accordance with user growth KPIs.
- Created a reporting template, collaborated with the data team to determine a Bayesian method to evaluate experiments, and created a cross-platform tracking solution with GTM.
- Worked closely with marketing, product, and data teams to design and implement frontend tools for user engagement and closing gaps in user flows.

Frontend Developer – Democratic National Committee

December 2015 - February 2018

- Led the development of the official Democratic Party website and microsites.
- Translated designs into responsive websites, developed frontend tools, and created rapid-response templates.
- Supported volunteer, officer election, and voter activities with CMS and CRM solutions.

Web Developer – Consultant

November 2014 – December 2015

- Designed and developed Wordpress and Drupal websites for clients in education, non-profit, and political sectors.
- Gathered product requirements, analyzed data, and worked closely with stakeholders in order to optimize content management and user experience for an enterprise website.
- Led training sessions on content management, SEO, and user experience for non-technical audiences.

Web Communications Specialist – OSSE DC

March 2013 – November 2014

- Managed the agency's Drupal website, social media, blog, and SharePoint site.
- Reorganized the website's content, resulting in a significant drop in bounce rates and an increase in search engine referral traffic.
- Developed responsive email templates for stakeholder newsletters and public outreach.
- Implemented Eventbrite and Google Forms solutions for agency programs and public engagement.
- Established an editorial process for timely and organized website updates.

Education

- University of Arkansas, Bachelor of Arts 2009

Skills

- **Product:** Cross-functional Coordination, Scrum, A/B Testing, Bayesian Analysis, WCAG, CCPA/GDPR, UX Research, SEO, Technical Documentation, Agile, DevOps
- **Tools:** CloudCannon, Netlify, Sentry, AWS, Jenkins, Google Analytics, Google Tag Manager, Google Search Console, Google Ads, Facebook Business Manager, Adobe Launch, Adobe Analytics, NetSuite, Salesforce, Figma, Adobe XD, JIRA, Confluence, Asana, Monday, Trello
- **Code:** HTML, CSS, JS, JSON, jQuery, React
- **Frameworks:** Jekyll, Gatsby, Shopify, Webflow, Wordpress, Drupal