Ed Cupaioli

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Experience

Technical Product Manager – Ed Cupaioli LLC   May 2021 - Present

- Led and provided technical and design direction for websites and web-based frontend applications, including engineer management, stakeholder communication, and product requirements documentation.
- Collaborated with designers, engineers, third-party vendors, content writers, and C-suite staff to gather product requirements, scope projects, and create and assign tasks.
- Established and implemented agile methodologies into existing client-based project management software for website maintenance, feature additions, and new pages ensuring quick and organized launches and fixes.
- Supported organization objectives by identifying and configuring tracking for key conversions.
- Facilitated user testing and training sessions which included written documentation for both non-technical users and engineers.

Director of Experience – eStreet   July 2020 - May 2021

- Established the user experience and web development department to provide technical direction for product development, design, management, and maintenance.
- Worked collaboratively with clients, account managers, designers, content editors, engineers, and third-party vendors to create accessible, user-friendly frontend and web solutions for e-commerce, political campaign, and marketing projects.
- Established an objective-based project management process for ease of client onboarding and allocation of human capital resources that streamlined the process of timeline creation, budget, and identified potential blockers to project success.
- Created, managed, and implemented A/B testing focused on e-commerce user journeys and implemented tracking and analyzed data with Google Tag Manager, Facebook Business Manager, Google Ads, and Google Analytics.
- Coordinated with directors to develop long-term strategies for clients to improve user experience, track and increase conversion rates, and comply with accessibility, privacy, and beverage industry regulations.
- Provided subject matter expertise, feature scoping, and client-based communication for third party software vendors.
- Trained staff on accessibility standards, basic HTML and CSS concepts, and A/B testing in order to deliver data-based and mobile-responsive web products.
- Organized a quality assurance procedure for site launches that accurately detailed issues for engineers while providing two-way communication channels between clients and internal staff.
- Developed Jekyll and Wordpress sites and integrated e-commerce, CMS, and CRM solutions.

Web Product Manager – Arcadia

February 2018 - July 2020

- Led and implemented processes for A/B testing based on qualitative and quantitative research and bayesian statistics in order to achieve user acquisition KPIs as part of the marketing team.
- Ensured scientific viability, integrity of experimentation, and baseline requirements in order to efficiently manage simultaneous tests on multiple-platforms and reported findings to cross-department stakeholders in communications and product.
- Created user-friendly analysis reports which provided experiment conditions, data controls and variables, bayesian analysis of results, and clear next steps for further conversion rate optimization.
- Managed and reliably translated flow of information with communications, software engineers, designers, data engineers, and marketing into agile methodology for the creation of front end applications on an enterprise scale website.
- Acted as the technical representative of the marketing team for large-scale, multidisciplinary initiatives for the organization and external software vendors.
- Ensured organizational branding was standardized and implemented across all properties of an enterprise website, blog, and support center for multiple brand redesigns.
- Developed a conversion tracking solution with Google Tag Manager for simple integration of tracking services on digital, print, and television campaigns and ensured accuracy in cross-platform acquisition channels.
- Developed, optimized, and maintained the Jekyll website and blog and Zendesk support center for a renewable energy startup.

Frontend Developer – DNC

December 2015 - February 2018

- Responsible for the appearance and function of the official website of the Democratic Party, Shopify store, and all associated microsites.
- Served as the technical representative of the engineering department for the digital and communications department by gathering technical requirements, implementing quality assurance best practices, and translating static designs into responsive websites.
- Developed frontend tools with Javascript and jQuery to support volunteer, officer election, and voter activities.
- Created a responsive, mobile-ready template for rapid response microsites, complete with a CMS that allowed non-technical users to easily make changes and create new pages.

Web Developer – Freelance

November 2014 – December 2015

- Improved the CMS and reorganized content for the DCPCSB website for improved user experience of content editors and users.
- Created an elementary science curriculum to use in conjunction with i-Tree software and designed and developed the website for the project.
- Designed and developed Wordpress and Drupal websites that enabled clients to manage their content.
- Provided subject matter expertise on content management, accessibility, and UX to non-technical users in the form of written documentation and in-person training.

Web Communications Specialist – OSSE DC   March 2013 – November 2014

- Served as the technical expert for the communications department of the Office of the State Superintendent of Education by managing the agency Drupal website, social media platforms, Wordpress blog, and internal SharePoint site.
- Led discovery sessions and analyzed Google Analytics data in order to reorganize the content of the agency website, resulting in a significant drop in bounce rates and an increase in search engine referral traffic.
- Developed responsive HTML email templates with GovDelivery and MailChimp for stakeholder newsletters and public outreach.
- Implemented Eventbrite and Google Forms to create efficient,maintainable solutions for agency programs and public engagement.
- Established an editorial process for edits to the website in order to keep content organized and deliver new pages and edits in a timely manner.

Skills

Code	Platforms	Tools	Product
HTML	Jekyll	Google Analytics	A/B Testing
CSS	Gatsby	Google Tag Manager	UX Research
SASS	Shopify	Google Optimize	Interaction Design
Javascript	Wordpress	Google Search Console	User-centric Design
jQuery	Drupal	Google Ads	Data Analysis
Liquid	CloudCannon	Figma	Bayesian Statistics
Handlebars	Sanity	Adobe XD	WCAG Compliance
NPM	Netlify	Facebook Business Manager	SEO
React	Sentry	FullStory	Training & Guidance
Grunt	AWS	HotJar	Agile/Scrum
REST API	Cloudflare	Asana	
GraphQL	GitHub	Monday	
	Zendesk	Jira	
	Snipcart	Notion	
	Commerce 7		
	Netsuite		
	Salesforce		
	ActBlue		
	MailChimp		
	NGP VAN		
	EveryAction		