

BERTIS "GENE" DAVIS

Conversion Rate Optimization (CRO) & Experimentation Lead · Scalable A/B and Multivariate Testing Programs · UX · 10,000+ tests

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PROFESSIONAL SUMMARY

Senior Conversion Rate Optimization (CRO) and Experimentation leader with 20+ years of experience optimizing lead-generation forms, acquisition funnels, and conversion-focused digital experiences.

Designs disciplined experimentation programs that identify friction in conversion flows and translate behavioral insights into measurable improvements in conversion and revenue per visitor. Partners closely with Product, Analytics, Marketing, and Design to turn hypotheses into clear growth decisions.

More recently, integrated AI-enabled workflows and internal systems that accelerate creative iteration and experimentation velocity while maintaining governance, quality, and measurement rigor. Most effective in environments that value experimentation discipline, systems thinking, and compounding gains over isolated wins.

CORE SKILLS

Experimentation & Conversion Optimization: Experimentation Strategy & Ownership · Hypothesis Design & Validation · A/B & Multivariate Experiments · Conversion Optimization (CRO, RPV) · Statistical Significance & Test Design · Funnel & Landing Page Optimization · Performance Analytics & Insight Translation · User Behavior Analysis · Experimentation Frameworks & Decision Models · Data Visualization (Tableau) · Optimizely

Design, UX & Technical Foundations: UX/UI Design · UX Writing (Microcopy, CTAs, UI Strings) · Wireframing & Prototyping (Figma) · HTML, CSS, JavaScript

AI & Automation Systems: AI Integration & Automation · AI Systems Design · Prompt Engineering · Custom GPT Development · Guardrails, Governance & Compliance-aware Systems · Claude Code · Claude Design

Leadership & Collaboration: Team Leadership (international, designers & coders) · Cross-functional Collaboration (Analytics, Product, Marketing, Engineering, Legal) · Executive & Stakeholder Communication · SOPs, Documentation & Enablement Systems

PROFESSIONAL EXPERIENCE

Performance Strategy Consultant (Contract)

Rooftop Digital — Los Angeles, CA · July 2025 – October 2025

- Devised and directed a marketing email performance and deliverability strategy in response to industry-wide inbox provider changes, overseeing technical implementation that helped slow inbox placement decline and contributed to gradual recovery.
- Oversaw development of an AI tool for client-specific email code conversion, reducing manual effort by 82%.

Senior Manager, Design and Development

Rooftop Digital — Los Angeles, CA · July 2020 – April 2025

Experimentation, Conversion & Performance

- Directed cross-functional experimentation on marketing emails in partnership with Analytics, testing copy approaches, element configurations, and layout treatments to improve conversion lift.

- Built and managed a standardized template program across 24 production templates; templates outperformed non-template sends by an average of 18.75% on CTOR, with a vertical performance matrix maintained to guide creative selection.
- Developed a click tracking taxonomy covering ~50 element types and placements, enabling element-level engagement analysis across ESPs.
- Formalized an A/B testing process in collaboration with Analytics, establishing statistical significance thresholds per mailer account and a structured quarterly testing roadmap.
- Introduced a multi-CTA email format that drove sustained, triple-digit CTOR lift across multiple verticals.
- Architected and directed a governed AI production system informed by performance data and top-performing creative, reducing production time by 77% and enabling scaled creative variation across verticals.

Leadership & Scale

- Led an international team of 13 (11 coders, 2 designers) across US and India-based operations, delivering performance-driven marketing emails for 200+ brands.
- Established infrastructure for consistent team execution: SOPs across tools and production processes, end-to-end workflow systems from intake to delivery, and a centralized creative standards system consolidating guidelines, advertiser rules, and performance-informed messaging frameworks.

Senior UX Designer, Experimentation and Conversion

Core Digital Media — Playa Vista, CA · January 2010 – October 2019

Form, Funnel & Conversion Optimization

- Owned CR and RPV experimentation across multiple verticals, running 10,000+ A/B and multivariate experiments on landing pages and lead-generation forms across 20+ active testing segments defined by device and traffic source.
- Managed a quarterly experimentation roadmap with cross-functional ideation drawing from product, analytics, marketing, and engineering, holding a standing buffer ahead of the build queue to protect cadence against competing priorities.
- Maintained win thresholds at 90% statistical significance, with sample sizes and minimum detectable lifts calibrated per segment, and RPV-loss thresholds defined to pull underperforming challengers early.
- Formulated and executed hypotheses across page structure, form UX, copy, CTAs, microcopy, UI strings, and visual treatments.
- Translated experiment outcomes into repeatable decision and messaging frameworks to reduce friction and improve conversion performance.

Research & Analysis

- Conducted multi-method research to inform optimization priorities: unmoderated usability testing via UserTesting (demographic specification, task and instruction design, session observation, and results synthesis), heatmap analysis, and survey-based funnel analysis.
- Executed a structured audience segmentation analysis using Tableau to surface four statistically viable sub-segments; developed each into a research-grounded persona covering demographics, motivations, decision barriers, and life-stage context, validated against cross-vertical findings before informing a segmented testing roadmap.

Earlier Experience: Agency digital creative production for global brands including Microsoft, Boeing, and Comcast.

EDUCATION

Carroll University — Waukesha, WI