

# ANDY GESLISON

WEB DEVELOPMENT / VIDEO / GRAPHIC DESIGN

## EXPERIENCE

2018 - Present

### Ancestry

Software Engineering Manager

(Feb 2021 - Present)

I currently lead a team focused on developing and maintaining our company's high-impact marketing offer pages. We collaborate marketing strategists to execute A/B experiments that optimize conversion rates, improve user experience, and support critical business growth initiatives.

Onsite Marketing Technologist

(Jul 2018 - Jan 2021)

Create/execute user experience tests and implement winning cells of previous tests. Front-end web development in support of setup tests and making modifications to existing tests. Develop ways to improve testing efficiency and reduce error rate in the test setup process.

2015 - 2018

### Emergency Essentials

Website CMS Manager

Oversaw all tactical website marketing operations including timely landing page creation, creative and content updates, product creation for website sales. Also created company promotional videos, advertisements, etc.

2011 - 2016

### Spanish Fork Channel 17

TV Sports and Event Producer

In charge of the directing, filming, and production processes of all live and non-live high school, recreation, and youth sporting events in Spanish Fork. Produced, directed, technical directed, and/or filmed **over 300** sporting events.

## EDUCATION

2010 - 2015

### Utah Valley University

Bachelor of Science, Marketing

Minors in digital media and business management

- Received General Education Scholarship
- Received C. Scott & Dorothy E. Watkins Scholarship
- Member of the UVU American Marketing Association
- Dean's List award recipient
- UVU Institute LDSSA Leadership Council

## PROFESSIONAL SKILLS

HTML	●	●	●	●	●
CSS	●	●	●	●	●
JavaScript	●	●	●	●	●
Adobe Target	●	●	●	●	●
React	●	●	●	●	●
NodeJS	●	●	●	●	○
Photoshop	●	●	●	●	○
After Effects	●	●	●	●	○
Premiere	●	●	●	●	○
Illustrator	●	●	●	○	○

Other skills: MongoDB, Express, WordPress, Excel, Magento, etc.

## SPECIALTIES

Web Page Optimization  
Web Development  
A/B Split Testing  
Digital Video  
Web Design  
Marketing

## CONTACT

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