



# Siva Lingam Murugavel

## CRO Specialist

### Personal Profile

Enthusiastic Conversion Optimizer eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Clear understanding of Conversion Optimization and Digital Analytics. Motivated to learn, grow and excel in CRO.

### My Contact

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🌐 www.sivasaha.com

### Skills and Abilities

- Conversion Research
- Digital Analytics
- Landing Page & Funnel
- Optimization
- A /B Testing
- User Research
- UX Audit

### Tools

- Google analytics & Heap Analytics
- Google Tag Manager
- Google Optimize
- Shopify
- Different A/B Testing tool

### Achievements

- Achieved a 130% increase in Free Trial Signups for the SaaS Product
- Increase the leads 163% by CRO for Online Educational website
- By leveraging CRO, I increased sales by 58% for the SaaS product
- Increased 38% revenue for Ecommerce site by CRO
- Implemented the Entire analytics tracking system and Measurement plan with Data studio for Ecommerce site

### Professional Experience

#### CRO Analyst- Replicon Software Inc April -2022 – Present

- Conduct thorough analysis of user behavior and funnel metrics to identify opportunities for optimization.
- Plan and execute A/B tests to measure the impact of design, content, and functionality changes on conversion rates.
- Collaborate with cross-functional teams, including design, development, and marketing, to implement conversion-focused improvements.
- Utilize data analytics tools to monitor key performance indicators (KPIs) and create data-driven reports to track progress.
- Develop and implement strategies to improve user experience, reduce friction points, and enhance overall customer journey.

#### CRO Specialist- Ontrack Digital March 2021 – April 2022

- Perform audits of clients' web analytics implementations and make recommendations to ensure accurate tracking is in place.
- Use qualitative and quantitative sources of data to develop and execute a conversion rate optimization strategy and testing plan for your clients.
- Develop hypotheses and build and execute A/B or multivariate tests according to the optimization strategy and testing plan.
- Partner with our internal design and development team to recommend changes based on winning test results.
- Use an iterative approach to optimization, continuously taking test results and data into account in formulating new tests and hypotheses.
- Help create initial, quarterly, and monthly client reports based on test results and other ongoing initiatives.
- Building the wireframes

#### PAID MEDIA ADS SPECILAIST - TG Developers (June 2018- Feb 2021)

- Lead digital marketing campaigns (Google Ads, Facebook, LinkedIn) and oversee optimization of landing pages through research.
- Monitor and enhance ad performance, while analyzing website traffic and generating internal reports.
- Collaborate with designers to enhance user experience.
- Utilize Web analytics tools (e.g., Google Analytics, ) to measure campaign success.

### Certification

Certified Optimizer -CXL Institute