Joseph Piñeiro

WEB OPTIMIZATION AND CONVERSION MANAGER

Austin, TX | (614) 747-6987 | josephericpineiro@gmail.com
linkedin.com/in/josephpineiro | josephpineiro.com

Web optimization professional with 10+ years across CRO, SEO, and acquisition. Built an experimentation program spanning 12+ websites, with hands-on ownership from research and hypotheses through test implementation, QA, analysis, and production rollout. Combines technical execution with clear recommendations for marketing and executive stakeholders.

PROFESSIONAL EXPERIENCE

Senior CRO Manager Jul 2022 – Present

360training / Austin, TX

- Built the CRO program from the ground up, establishing research, prioritization, hypothesis documentation, QA standards, reporting, and production rollout processes across **12+** domains.
- Executed **500+** A/B tests; optimization work contributed to a **7%** increase in conversion rates across the portfolio.
- Developed an ACLS Medical Training homepage experiment with clearer value propositions and recognizable course icons; the variation increased conversion rate by **9.2%**.
- Build and troubleshoot experiments in VWO using HTML, CSS, and JavaScript; validate responsive layouts, dynamic content, targeting, and conversion tracking.
- Combine GA4, Power BI, heatmaps, session recordings, user testing, and customer feedback to identify friction and prioritize experiments.
- Manage one direct report and coordinate with design, development, analytics, and search teams; present results and rollout recommendations to leadership.

Growth Marketing Manager Feb 2020 – Jul 2022

360training / Austin, TX

- Led a five-person SEM team across SEO and PPC, managing a **$12M** annual paid media budget, forecasting performance, and prioritizing acquisition opportunities.
- Delivered **14%** year-over-year growth in SEM billings; aligned keyword, content, and channel strategies with revenue objectives.
- Directed technical SEO audits, schema, on-page optimization, and link acquisition using Screaming Frog, Ahrefs, and SEMrush.

Senior Search Engine Optimization Specialist Oct 2018 – Feb 2020

Geek Powered Studios / Austin, TX

- Advised CEOs, VPs, and directors on SEO strategy; partnered with design, development, and content teams on website launches, architecture, and optimization roadmaps.

Search Engine Optimization Specialist Mar 2017 – Oct 2018

RoverPass / Austin, TX

- Supported acquisition through SEO, automated email campaigns, affiliate marketing, and partnerships; developed outreach and competitive research to expand visibility and traffic.

TOOLS AND TECHNICAL SKILLS

VWO • GA4 • Google Tag Manager • Power BI • Userbrain • LambdaTest • Figma • Drupal • WordPress / WooCommerce • Screaming Frog • Ahrefs • SEMrush • HTML • CSS • JavaScript

EDUCATION AND TECHNICAL TRAINING

BA, Philosophy — The Ohio State University, 2015
24-week Coding Bootcamp — The University of Texas at Austin