

Jennifer Kelly

Web Strategy, CRO & Digital Marketing Leader

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SUMMARY

Web strategy and CRO leader with 4+ years owning experimentation programs, conversion rate optimization, and cross functional digital strategy for high traffic, high revenue web properties. Skilled at turning behavioral analytics, funnel data, and performance reporting into structured A/B tests, landing page optimization, and data informed roadmaps that drive measurable lifts in acquisition, engagement, and conversion. Partners closely with SEO, Performance Media, Product Marketing, CRM, and Engineering to align website strategy with broader growth and campaign goals, with a growing focus on applying AI powered tools to scale testing velocity and marketing efficiency.

CORE SKILLS & TOOLS

Experimentation & CRO: A/B Testing, Multivariate Testing, Optimizely, CRO Program Ownership, Test Design & Hypothesis Frameworks, Landing Page Strategy & Conversion Optimization, Funnel Prioritization

Analytics, Reporting & Attribution: GA4, Adobe Analytics, FullStory, ContentSquare, Hotjar, Performance Reporting & Executive Dashboards, KPI Definition, Behavioral & Funnel Analysis

Website, CMS & Technical Strategy: CMS Platform Management (Iceberg), Multi Page Content Governance, Technical SEO & Schema Markup, Core Web Vitals, Site Health & Performance Monitoring

Cross Functional & Campaign Collaboration: Performance Media, SEO, CRM, Integrated Marketing, Product Marketing, Engineering & Web Development, Creative Teams

Growth Operations & Tools: Airtable, Figma, Roadmap & Project Management, AI Enabled Workflows (Copilot, ChatGPT, Claude)

EXPERIENCE

Manager, Web Strategy | NBCUniversal, Peacock

Feb 2025 to Present

- Lead the end to end experimentation program for PeacockTV.com, designing and running structured A/B and multivariate tests that generated 100K+ incremental paid subscribers, maintaining a CRO roadmap with clear test design, success metrics, and reporting cadence to keep stakeholders aligned across product, marketing, and leadership.
- Prioritize high impact experiments and landing page tests by scoring hypotheses against funnel performance data, traffic volume, and conversion opportunity, ensuring the test backlog and website roadmap reflect the highest value opportunities at any given time.
- Partner cross functionally with SEO, Performance Media, CRM, and Integrated Marketing teams to diagnose funnel friction points, align on conversion and campaign hypotheses, and improve performance across paid and organic traffic sources.
- Collaborate directly with engineers and web developers to implement experiments, help manage the website tech stack, validate test configurations, and ship high quality page enhancements at speed, serving as the bridge between CRO strategy and technical execution.
- Analyze user behavior and onsite journeys through quantitative signals (GA4, funnel data) and qualitative inputs (FullStory session replay, ContentSquare heatmaps, competitive intelligence), translating findings into prioritized experiment backlogs and performance reports for leadership.
- Translate CRO insights into actionable recommendations that directly influenced creative, content, messaging, and acquisition strategy across partner driven initiatives, bundled offerings, and campaign experiences.
- Introduce new experimentation frameworks, automation, and AI enabled workflows, including a centralized Airtable hub with experiment tracking and executive dashboards, to scale CRO maturity, improve testing velocity, and increase cross team visibility.

Web Content Specialist | NBCUniversal, Peacock

Jun 2022 to Feb 2025

- Owned homepage experimentation and sitewide content optimization, contributing to the 130M+ subscriber milestone by improving offer clarity, trust signals, and conversion at the top of the acquisition funnel.
- Directed sitewide offer strategy, CTA hierarchy, and landing page governance across 200+ pages, contributing to 39M+ subscriber starts by improving offer visibility and eligibility clarity in partnership with Commerce Product and MarTech teams.
- Partnered with SEO and Title Marketing teams to align content workflows with organic search priorities, ensuring website tests and campaigns supported acquisition, traffic quality, and conversion goals.
- Served as CMS and platform subject matter expert, synthesizing business requirements and behavioral insights to scope and implement platform enhancements that improved testing and optimization capabilities.
- Mentored early career team members through structured training plans and project guidance, supporting two interns through their next career phases, including a full time role at NBCU.

Growth Marketing Coordinator | NBCUniversal

Jan 2022 to Jun 2022

Supported growth marketing campaigns and digital acquisition initiatives, including campaign coordination, reporting, and cross functional communication during the early growth phase of Peacock.

Executive Assistant | NBCUniversal

May 2019 to Jan 2022

Provided executive operations support during the launch phase of Peacock, building foundational knowledge of the business across marketing, product, and content teams.

CERTIFICATIONS

- Claude AI Fluency: Framework & Foundations, Anthropic (2026)
- Product Psychology Mastery, Growth.Design (2024)
- Product Marketing Certification, Product Marketing Alliance (2023)
- Figma Essential Training, LinkedIn Learning (2022)

EDUCATION

California State University, Northridge
B.A., Television Production

PROFESSIONAL ACTIVITIES

- Member, TVE Social Committee (2026 to Present)
- Event Coordination, Peacock Aviary Committee (2024 to 2025)
- Talent Share Program Lead, GLM Career Growth Theme Team (2024)