ANDY GESLISON

WEB DEVELOPMENT / VIDEO / GRAPHIC DESIGN

EXPERIENCE

2018 - Present
Ancestry

Marketing Technology Manager
(Feb 2021 - Present)

Leading a team of marketing technologists to execute all marketing related activities for Ancestry's website. I also manage and prioritize the execution of all A/B tests, marketing campaigns, personalization activities and maintenance requests globally.

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.*
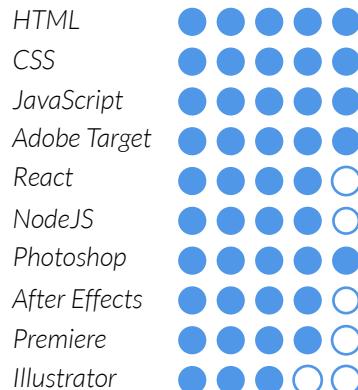
EDUCATION

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

linkedin.com/in/andygeslison/
andygeslison@gmail.com
andygeslison.com
(801) 471-1380