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# Zoe Taylor

## ABOUT ME

eCommerce Scrum Master with five years in online retail platforms. Drives conversion rate optimization through agile feature delivery.

## PROFESSIONAL EXPERIENCE

Scrum Master | ShopOnline, Portland, OR  
August 2018 – Present

- Launched personalization features, boosting CR by 18%.
- Coordinated with marketing to A/B test promotions, increasing average order value by 10%.


Frontend Developer | ShopOnline, Portland, OR  
June 2015 – July 2018

- Developed responsive UI, increasing mobile traffic by 30%.
- Optimized page load speed, reducing bounce rate by 20%.

## CERTIFICATIONS

- Certified ScrumMaster, Scrum Alliance , October 2023

## CONTACT

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 Portfolio

## EDUCATION

- B.S. Computer Science  
Oregon State University, OR  
Portland, OR | May 2015

## KEY SKILLS

- Conversion optimization
- Story mapping
- Cross-functional sync