

# Gayla Worrell

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*Results driven project manager with extensive experience in client services delivery and program management including more than 15 years in agency, growth marketing, and e-commerce. I am fearless about execution, have a love of all things agile and am passionate about building remote culture.*

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## **Optimization Project Manager / Director of Client Success** **FunnelEnvy | 2015 - 2019**

*FunnelEnvy is a marketing agency focused on Conversion Rate Optimization via A/B testing and personalization. As the Optimization Project Manager, I was responsible for the execution of all agency services and management of our agency program. With the launch of the FunnelEnvy platform in 2018, my role transitioned to Director of Client Services which included additional responsibilities for Customer Success for our product clients.*

- Project managed professional services delivery for a portfolio of agency clients including Salesforce, L'Oreal, VMware, Angie's List, Smarter Travel Media, Wiley Publishing, Autodesk, Box and more.
- Worked in tandem with Sales and Account Management to set customer/project expectations, scope initial SoW, develop client onboarding plan and setup internal/external project kickoff meetings.
- Functioned as the main point of contact for clients including leading weekly update calls, updating project documentation and status reports, etc.
- Coordinated with Engineering, CRO Strategists, and Creative teams on project implementation.
- Provided regular internal updates on delivery, timeline, and budget through daily standups, weekly internal account reviews, and sprint planning, along with measuring and reporting effectiveness of all projects and programs through metrics, dashboards and operational reviews.
- Ensure that a clearly defined Customer Success plan was in place for all product accounts to expand service options, product adoption and grow client relationships with specific focus on increasing LTV and reducing churn.

## **Sr. Growth Optimization Strategist** **Crometrics 2019 - Present**

*Crometrics is a marketing agency specializing in Conversion Rate Optimization via A/B testing. As a Growth PM, my main responsibility is driving revenue through experimentation and managing the client relationship to ensure success.*

- Provide CRO strategy for a portfolio of E-commerce and B2B clients including Paper Culture, Hint, Blueprint, Funding Circle, and Fivetran, including the strategic development of roadmaps that align with their business strategies.
- Serve as the primary point of contact and manage all aspects of the client relationship including day to day account management, opportunities for renewal/expansion, churn mitigation, etc.
- Develop and present QBR's to client team including a full program review of test results/insights, wins/losses, and ongoing test strategies.

## **ADDITIONAL EXPERIENCE**

- E-commerce Co-Founder: *NinaMadeFabrics.com*
- Project Management: *Mercedes-Benz R&D | Plantronics*
- Marketing Manager: *Windermere Real Estate*

## **EDUCATION / CERTIFICATIONS**

BA Graphic Design & New Media – Southern New Hampshire University

Certifications: CIW Associate, CIW Foundations, Optimizely, Google Analytics, HubSpot

Fluent in Trello, Slack, G Suite, and the other usual apps/tools used to thrive and stay organized