

Jayne Carmichael Norrie

Growth Marketer

+447914226139 ◇ jayne@jaynecarmichaelnorrie.com ◇ Aberdeen, United Kingdom ◇
Open to Remote ◇ Open to Relocate ◇ [LinkedIn](#)

SUMMARY

Growth Marketer. Expert in Lead Generation with skills in Front end software engineering and Marketing. Experienced Conversion Rate Optimisation (CRO) growth engineer. Strengths in Business Growth Strategy, User Experience improvements. A/B Testing tools, data analysis, platforms and marketing to customers. Collaborative team player.

Skilled in strengthening relationships between tech and non-technical team members. Unified knowledge sharing in teams, synthesizing complex information and deconstructing for lay people.

EXPERIENCE

Founder May '21 – Present
Tech Tonic Studio Remote

- Specialist in Growth Engineering, Lead Generation, A/B Testing & Data Analysis.
- Created world-class conversion rates of 35% on landing pages for a customer using testing tools and testing user experience.
- Founding Tech Lead in a startup with £1 million turnover in its first two years of business. Led SEO, Conversion Rate Optimisation, website management, management of performance metrics to achieve business objectives.
- Architected a 56% improvement via Conversion Rate Optimisation using new Webflow website.
- 330% increase in conversion with Hero title change, 275% increase with subtitle change
- Meta ads, Google ads, Javascript, Unbounce, Zapier, CSS, HTML, Squarespace, Webflow.

B2B Conversion Optimisation Coach Jan '21 – Jan '23
MINT CRO

- Engineered landing pages to 42% conversion rate.
- Improved conversion rates for hundreds of B2B businesses across the globe.
- Optimised one client to \$0.11 USD Cost Per Click (CPC) with a Click Through Rate (CTR) of over 11%

Director Oct '08 – Jan '23
Forte Music School

- Empowered 14.5k students across Web, Skillshare and Udemy to sing in public and their community. Building a profitable community to overcome fear and connect with new friends.

SKILLS

Programming Languages JavaScript, Python

Web Development Front End (Software Engineering), Webflow, Squarespace

Marketing and SEO Conversion Rate Optimisation, Copywriting, Search Engine Optimization

Entrepreneurship and Business Skills Entrepreneurship, Automation, Website Management, Website Architecture, Site Optimisation

Personal Development and Well-being Grit, Loyal, Kind, Honest, Tenacious, Innovative, Enterprising

CERTIFICATIONS

Full Stack Web Development May '21
Lambda School

Music Performance BMus 2:1 (Hons) Jul '09
University of Aberdeen

PG Dip Vocal Music Jan '19
University of Aberdeen