

# TYLER COLE

Senior Product Manager—Ecommerce, CRO & Experimentation

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## MoMA

### Senior Product Manager

August 2022–Present

- Leading conversion strategy across MoMA's digital ticketing and membership purchase funnels
- Conducted membership upsell A/B tests in ticketing flow, leading to an incremental \$850K in annualized revenue
- Conducted A/B tests on membership pricing page designs, resulting in a 13% increase in conversion rate and \$550K in incremental annualized revenue
- Conducted A/B tests of donation strategies, generating \$180K in incremental donation revenue
- Optimized email solicitations through A/B testing, boosting newsletter subscriptions by 350%
- Synthesized experiment results and customer data into actionable insights and product recommendations presented to senior leadership

## EDUCATION

### Bachelor of Arts

*English Language & Literature*  
University of Chicago

### Certificate

*Internet Design & Technology*  
San Francisco State University

## EXPERTISE

A/B Testing (VWO)  
Web Analytics (Google Analytics, Heap)  
Usability Testing  
SEO  
Agile Software Development

## TECHNOLOGIES

CSS  
HTML  
JavaScript  
MySQL  
PHP

## ETC.

Designed and taught 14-hour Usability course at NYU

Completed product training with Marty Cagan

Volunteered for InvisibleHands

NYC poll worker

## ATLAS OBSCURA

### COO

September 2016–January 2021

- Led product, engineering, design, and audience teams with accountability for digital revenue growth, experimentation velocity, and core performance metrics
- Owned digital sales strategy for NY Times best-selling book *Atlas Obscura: An Explorer's Guide to the World's Hidden Wonders*
- Led the successful integration of Experiences product with lead investor Airbnb
- Implemented company-wide Objectives and Key Results (OKRs) and introduced a daily KPI email to align goals and improve performance metrics

### Head of Product

March 2015–August 2016

- Built a high-performing scrum team and completed an on-schedule redesign
- Implemented a successful SEO strategy that helped increase website traffic fourfold, from 2M to 8M monthly unique visitors
- Drove the launch of innovative products, including a list creation tool, affiliate storefront, and trip merchandising pages

## SHUTTERSTOCK

### Product Director

February 2012–March 2015

- Hired and launched a dedicated Conversion team focused on rapid, revenue-driven A/B testing across acquisition, checkout, and retention funnels
- Managed Customer, Contributor, Revenue, Conversion, and Mobile product owners as Shutterstock grew annual revenue from \$120M to \$328M
- Mentored new product owners on Agile, Scrum, and working with stakeholders

### Revenue Product Owner

November 2010–January 2012

- Led Scrum team responsible for optimizing conversion and retention while maintaining essential payment processing systems
- Innovated and evaluated product packaging, pricing strategies, and user signup processes to maximize conversion
- Instituted A/B testing frameworks and championed a culture of continuous improvement and data-driven decision-making