

AHMED ADEN

Conversion Optimisation Expert

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SUMMARY

Experimentation strategist with 5+ years building and scaling data-driven optimisation programs that deliver measurable business impact. Built end-to-end experimentation initiatives spanning problem validation, risk-managed delivery, and AI-powered learning systems across 2,000+ tests delivering programmes across multiple brands and stakeholder groups simultaneously.

Core expertise: Scaling test velocity while accelerating speed-to-insight through systematic frameworks, intelligent automation, and evidence-based methodologies. Proven ability to translate complex behavioural data into actionable strategies while building collaborative experimentation cultures across design, engineering, and product teams.

SKILLS & EXPERTISE

Experimentation Program Management

Scaling test programs that balance velocity with quality-enabling hundreds of annual experiments while maintaining statistical rigor.

Tools: A/B testing, MVT, sequential testing | VWO, AB Tasty | Hypothesis frameworks

AI Systems Design & Implementation

Building AI workflows that automate experimentation bottlenecks, turning scattered insights into searchable knowledge and accelerating decisions from days to minutes.

Tools: Azure OpenAI, Power Automate | Prompt engineering, multi-source integration

Hypothesis Development & Test Strategy

Developing evidence-based frameworks that improve experiment success rates through structured prioritisation.

Tools: Problem validation, cohort analysis, friction testing | GA4, Contentsquare | Statistical inference

Stakeholder Management & Cross-Functional Delivery

Coordinating experimentation across product, design, engineering, marketing, and data teams - building consensus and ensuring delivery.

Tools: Atlassian Suite, Miro | Automated reporting | Tableau, Power BI

WORK EXPERIENCE

CRO Strategist Lead | Sykes Cottages

Feb 2022 – Present | UK's leading holiday let agency

Experimentation Program & Velocity

- Built CRO program generating **£1.5m** incremental revenue while scaling experimentation to **300+** annual tests across multiple brands, establishing systematic frameworks for sustained commercial growth.
- Designed the Momentum Framework, a two-session evidence-first ideation process that separated problem understanding from solution generation. Improved experiment success rates by **31%** while velocity and quality moved together rather than trading off.
- Developed evidence-based ideation framework with structured 8-component hypothesis architecture (insight → source → change → users → action → metrics → lag metrics) that improve test quality and learning potential.
- Operated within an agile delivery framework and participated in daily stand-ups, sprint planning, and Kanban-based workload management across 5 product squads.

Problem Validation & Discovery

- Established problem validation framework using cohort analysis, friction testing, false door tests, and drawback metrics to quantify impact before solution development. Reducing wasted effort on unproven hypotheses.
- Identified a hidden drop-off beneath a successful checkout re-design through step-level funnel analysis. The issue - users abandoning after seeing the final price which was invisible in aggregate. The diagnostic directly reshaped the experimentation roadmap and resolved the problem without unwinding earlier gains.
- Took on full experimentation ownership of a sister brand with two years of flat conversion. Ran the audit, designed the hypothesis framework, and delivered end-to-end test analysis. Conversion rate increased **21%** over the engagement.

Infrastructure and Reporting

- Integrated first-party experiment data from Snowflake into Tableau with confidence scoring and margin-of-error built in. Eliminated **3-5 day** post-test analysis delays and removed the analyst bottleneck from results review.
- Built an AI-powered insight hub consolidating experiment and UXR learnings into a queryable reference system. Reduced time to surface relevant historical context from days to **under 20 minutes**, used primarily to inform hypothesis development and avoid repeated test patterns.
- Created AI-powered meta-analysis reporting comparing experiment results against historical patterns to identify overarching trends across themes, areas, and user segments. Transforming isolated test learnings into compounding institutional knowledge

Workflow Automation & Stakeholder Alignment

- ❑ Created automated workflow system alerting **20+** stakeholders across **5** squads on experiment status, hypothesis, results, and next actions using power automate- eliminating manual status-checking overhead and improving cross-functional alignment.

Optimisation & Continuous Improvement

- ❑ Identify and address conversion barriers across booking funnel using behavioral data, funnel analysis, and user research to inform hypothesis development
- ❑ Measure learning velocity (not just test success rate) to optimise for knowledge generation and compound returns on experimentation investment
- ❑ Develop training programs and documentation to scale experimentation knowledge throughout organisation and build testing culture

CRO / Digital Analyst | Penny Appeal

Aug 2019 – Feb 2022 | International humanitarian charity

Landing Page Optimisation & Acquisition

- ❑ Built and optimised landing pages for paid acquisition campaigns collaborating with in-house designers to translate behavioral insights into high-converting designs
- ❑ Wireframed and tested donation funnel variations using heatmaps, session recordings, and previous experiment results to identify and remove friction points improving conversion rates

Analytics & Tracking Infrastructure

- ❑ Created bespoke tracking in GA4/GTM for digital acquisition team enabling campaign performance analysis, attribution tracking, and data-driven optimisation decisions
- ❑ Segmented audiences into valuable cohorts for targeted acquisition and personalised user experiences improving engagement and conversion
- ❑ Built executive dashboards in data studio visualising acquisition funnel performance, campaign ROI, and conversion metrics for stakeholders

Research & Insights

- ❑ Conducted user journey analysis identifying drop-off points and conversion barriers across donation funnels informing optimisation priorities
- ❑ Executed on-site surveys capturing user sentiment and validating behavioral hypotheses about donor motivations and objections
- ❑ Mapped keyword intent data against on-page content for an underperforming fundraising appeal. Identified a mismatch between how users were searching (one-off giving intent) and what the page was serving (long-term giving content). Built a dedicated page aligned to that intent; **generated £500k+ in donations** and became the 2nd highest-converting page across 18+ campaign pages.

EDUCATION & CERTIFICATIONS

AI Bootcamp Professional Certificate

Codecademy | Completed: November 2025

Data, Data, Everywhere

Google | Score: 91.87% | Completed: Dec 2022

Ask Questions to Make Data-Driven Decisions

Google | Score: 91.18% | Completed: Dec 2022