

# Joel Gamble

hirejoelgamble@gmail.com · 608-852-4825 · Milwaukee, WI · linkedin.com/in/joel-gamble · github.com/BBQonAThursday · joelgamble.io

## SUMMARY

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Front-end developer specializing in experimentation and analytics — A/B testing, GA4/GTM, and the tooling and serverless pipelines that support them.

## EXPERIENCE

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**Web / Optimization Developer**, Conversion Sciences, Remote · *Nov 2022 — Present*

- Build and run A/B and multivariate tests across Convert, Adobe Target, and PostHog in JavaScript, HTML, and CSS — from copy and button tests to redesigned menus, cart layouts, and full page rebuilds.
- Run the Shopify experimentation setup, picking up the platform from scratch as clients migrated to it.
- Instrument GA4 and GTM from the ground up so the data behind every test is trustworthy, and write AWS Lambda functions when the front end needs data it can't reach on its own.
- Build AI agent workflows and dev pipelines — Claude Code, custom skills, scripted automation — that have multiplied output and routinely compress days of work into hours.

**Sr. Web Designer / Developer**, Springs Window Fashions, Middleton, WI · *May 2022 — Sep 2022*

- Built design systems and shipped features across baliblinds.com, graberblinds.com, horizonshades.com, and other brand sites.
- Worked daily in JavaScript, HTML, SCSS, Bootstrap, Episerver, C# Razor, and SQL.
- Ran A/B tests in Optimizely, built email marketing workflows, and mentored junior developers.

**Web Designer**, Springs Window Fashions, Middleton, WI · *Jan 2016 — May 2022*

- Developed, designed, and maintained eCommerce sites across Episerver, Java, and SharePoint.
- Implemented and maintained the corporate digital asset management system on a cross-functional team.

## SKILLS

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JavaScript · Node.js · HTML · SCSS / CSS · C# (Razor) · SQL · Convert · Adobe Target · PostHog · GA4 · Google Tag Manager · Shopify · BigCommerce · AWS Lambda · Episerver · WordPress

## EDUCATION

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B.A., Media Arts and Game Development, University of Wisconsin–Whitewater · *2009 — 2014*