

Trevor Holloway

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My Key Qualifications

- **5 years of ecommerce product management** across The Home Depot and Carter's, one unbroken stretch from October 2021 to now.
- Currently owns **cart and checkout** for web and mobile app at The Home Depot, balancing conversion goals against operational constraints.
- Raised **checkout completion from 54% to 58%** by redesigning the payment step off SQL funnels, Adobe Analytics, and usability findings.
- Hands-on analytics: **SQL, Adobe Analytics, GA4, and Tableau** to size opportunities and monitor funnel performance.
- A/B testing in **Optimizely**, including a free-shipping cart messaging experiment that lifted average order value by \$3.80.
- Led discovery on guest-checkout friction via **customer interviews, journey mapping, and VOC analysis**, turning findings into 11 validated pain points ranked into the backlog.
- Manages team backlogs in **Jira and Confluence** and runs sprint planning with engineering, design, merchandising, and fulfillment teams.

Experience

Product Manager — The Home Depot

Apr 2023 – Present · 3 yrs 6 mos

- Own cart and checkout enhancements across web and mobile app, setting roadmap priorities from customer needs, business goals, analytics, and operational constraints.
- Redesigned the checkout payment step for signed-in customers, raising checkout completion from 54% to 58% by combining SQL analysis, Adobe Analytics funnel review, and usability findings to remove redundant form fields.
- Launched free-shipping threshold messaging in cart, increasing average order value by \$3.80, validated through an Optimizely A/B experiment.
- Improved post-add-to-cart continuity between mobile app and web for signed-in loyalty members via account-linked cart persistence, lifting repeat purchase rate by 3.1% while monitoring behavior in GA4 and Tableau.
- Led discovery on guest-checkout friction using interviews, journey mapping, and customer service contacts, identifying 11 validated pain points and translating them into a ranked backlog, with 4 addressed in the next two releases.
- Built a weekly Tableau KPI readout covering conversion, error rates, and payment-method performance, cutting issue-triage time from 3 days to 1 day for product and operations stakeholders.

Associate Product Manager — Carter's, children's apparel retailer with ecommerce, loyalty, and store operations

Oct 2021 – Mar 2023 · 1 yr 5 mos

- Improved product-listing filters and sort behavior for mobile shoppers by analyzing browse behavior in Adobe Analytics and partnering with design on a simplified filter layout, raising add-to-cart rate by 4.6%.
- Supported an experiment on product-detail page delivery messaging, documenting variants in Optimizely and coordinating implementation with engineering and fulfillment partners, increasing checkout starts by 2.9%.
- Built weekly SQL and Tableau reporting on site-search zero-result terms and category exits, surfacing trends for product, merchandising, and ecommerce leaders that helped prioritize 25 merchandising and taxonomy fixes in 6 months.
- Maintained the backlog for browse and product-detail initiatives in Jira, writing user stories, acceptance criteria, and release notes for scrum-team delivery.

Education

- **Georgia State University** — Bachelor of Business Administration in Computer Information Systems · 2017 – 2021

Skills

- **Analytics & Experimentation:** SQL, Adobe Analytics, GA4, Tableau, Optimizely, A/B Testing
- **Product Delivery:** Jira, Confluence, Figma
- **Ecommerce Product:** Ecommerce Product Management, Customer Discovery