

Michael W Hallman

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SUMMARY

Data-driven Engineering Manager with over 15 years of experience in the ecommerce industry. Proven ability to lead and manage teams, deliver high-quality user experiences, and drive business results. Expertise in experimentation, personalization, headless CMS, front-end development, event tracking, 3rd party integrations and tag management.

EXPERIENCE

ESTÉE LAUDER | New York City, NY | 2023 – Present

Sr. Engineering Manager – Experimentation | 11/2023 – Present

- Restaffed and repositioned the Experimentation team to align with evolving company goals, improving agility and focus across initiatives
- Directed the development of a server-side experimentation platform built in Elixir with gRPC, enabling all teams to run experiments across several custom platforms
- Revamped the client-side experimentation program, increasing experiment throughput and accelerating decision-making by delivering more testing output
- Directed the experimentation program during transition from in-house/custom platforms to Shopify, leveraged AI to create custom integrations that empower business users to self-serve experiments via the Shopify UI

AMERICAN EAGLE OUTFITTERS | Pittsburgh, PA | 2011 – 2023

Engineering Program Lead – Analytics and AB Testing | 06/2022 – 11/2023

- Led the engineering efforts for AB testing which has produced multiple experiments each driving >4% lift in customer conversions resulting in an additional \$130M+ annual revenue for the digital business
- Managed the transition from Google Optimize to Optimizely Web and Feature Experimentation leveraging Akamai Edge Workers allowing for reduced latency, greater stability and shortened time to production
- Collaborated with executive leadership and product managers to set experimentation priorities and roadmaps

Content Architect | 01/2021 – 11/2023

- Participated in vendor evaluations when determining the best solution for AEO's content management system
- Technical lead for the transition from Oracle WebCenter Sites to Contentstack
- Eliminated a 3 month development process for customer-facing content modules by developing an integrated Javascript based templating interface which removed all engineering efforts and gave control to the design team while also increasing flexibility
- Leveraged Contentstack SDK and Scene7 capabilities to develop a custom extension allowing content authors to preview media before publishing
- Architected content relationships within headless CMS (Contentstack)
- Architected JSON schema for device agnostic consumption
- Architected CMS interface for content authoring

Manager – UI Engineering | 10/2018 – 11/2023

- Grew AB testing team from a single engineer to a fully staffed agile project team of over 25 people
- Developed a decentralization and onboarding plan for AB testing to allow for experimentation to be individually managed within all project teams increasing output, efficiency and velocity
- Resource management for 6 project teams comprised of 30+ contractors
- Oversaw career progression and goal development for 4 full-time direct reports
- Facilitated relationships with third party vendors and staffing agencies
- Provided feedback on project feasibility, level of effort, timing and implementation
- Created the UI Engineering internship program which was then used by HR as an example for other departments
- Oversaw the template creation for marketing and transactional emails leveraging SendGrid and Bloomreach

Lead UI Engineer | 06/2016 – 10/2018

- Drove a \$12M annual increase in revenue by delivering multiple personalization features leveraging Adobe Target and the Customer Profile
 - Received an "Eagle's Elite" award as recognition
- Developed custom scripts using Velocity to create various customer attributes giving us the ability to target specialized audience segments
- Developed a framework, integrating with Google Cloud Platform, to allow for various data-driven personalized product widgets to be created, deployed and managed with minimal engineering efforts
- Leveraged GCP to power "Mystery Events" which provides personalized promotional offers to customers
- Ranked in Top 100 Retail Personalization Index by SailThru for personalization features
- Created the Analytics and Web Optimization team focusing on AB testing, personalization, analytics tracking, 3rd party integrations and tag management
- Streamlined Universal Data Object powering our tag management and Google Analytics while also refactoring event tracking resulting in more consistent data
- Designed and implemented the architecture for Tealium iQ libraries and profiles providing us increased efficiency not only within AEO but also our ancillary sites and 3rd party integrations

- Conducted knowledge transfer sessions to delegate tag management responsibilities

Lead Creative Developer | 03/2015 – 06/2016

- Personally replaced experimentation contract with Brooks Bell, saving \$300K annually
- Managed overall marketing content development and deployment
- Provided on-call support for engineering department
- Facilitated End of Year reviews for engineers

Senior Creative Developer | 10/2013 – 03/2015

- Developed a framework allowing for a data-driven product feature “guides” on category pages
- Created a dynamic stop-motion animation leveraging image sprites
- Leveraged PanoVR framework to create a shoppable interactive panoramic product guide
- Mentored fellow engineers

Level 3 – Creative Developer - AEO Brand Lead | 04/2013 – 10/2013

- Managed and developed all marketing content for AEO brand
- Created a GIT integrated headless CMS allowing content authors to create, manage and update marketing content within the AEO app without needing a release while also removing any possible human error and saving days of manual data entry

Level 2 – Creative Developer - 77kids Brand Lead | 09/2011 – 04/2013

- Managed and developed all marketing content for 77kids brand
- Through pair-programming, developed a responsive, MVC based feature showcasing the new cast of AEO models as part of a back-to-school contest generating \$961,067 in revenue and a 77.4% increase in comps
 - Received an “Eagle’s Elite” award as recognition

Level 1 – Creative Developer | 03/2011 – 09/2011

- Assisted developers
- Assisted with marketing updates

CERTIFICATIONS

Oracle WebCenter Sites – Oracle University
2015
Oracle WebCenter Sites 11g Developers Ed 2
LVC

Tealium – Tealium University
2019
Tealium iQ Basic User Certification
Tealium iQ Advanced User Certification
Tealium iQ Technical User Certification

Google - Coursera
2023
Google Data Analytics Professional Certificate

SKILLS

Languages

JavaScript
CSS
HTML
PHP
JSON
XML
Liquid
SQL
R
React
jQuery
Underscore
Next.js
Bootstrap
Handlebars
Velocity

Technical Applications

Optimizely
Google Optimize
Adobe Target
Shopify
Tealium iQ
Tealium EventStream
Contentstack
Oracle WebCenter Sites
Adobe Scene7
SendGrid
Jira - Atlassian
Wiki - Atlassian
ATG Business Control Center
Bitbucket

Business Applications

Adobe Creative Suite
Microsoft Office
Microsoft Teams
Google Workspace
Google Meet
Webex
Zoom

Development Tools

Claude Code
Codex
OpenClaw
GIT
SVN
Terminal
VS Code
Sublime

EDUCATION

Penn State University – Behrend
Erie, PA
Electrical Engineering
GPA: 3.43

California University of Pennsylvania
California, PA
Bachelor of Science
Graphic Communications and Multimedia
GPA: 3.944

Duquesne University
Pittsburgh, PA
Master of Science
Media Arts and Technology
– Web Development
GPA: 4.00