

# Luke Jones

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I am an SEO Senior Executive who is a problem solver by nature, seeking a Software Development role that will challenge my technical abilities and will support both my personal and professional growth. I believe my experience in soft skills and technical background allow me to not only communicate technical terms effectively to a wide range of audiences but also to contribute to the company on a specialist level.

I am well-versed in various front-end and back-end programming languages, you can find out more about some of my personal programming projects in my portfolio [here](#).

## Work Experience

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### SEO Senior Executive, PHD Media London (Apr 2023 - Present)

As a Senior Executive, I am the technical specialist on the SEO team, responsible for developing advanced technical work, such as setting up API calls, and aggregating SoV historical data using STAT. I am also recommending and designing the business strategy for the McCain account, which has seen year-to-date traffic growth of 85% site-wide. Concurrently, I continue to maintain other technical SEO tasks such as BAU traffic reporting, metadata creation, and Looker Studio Dashboards. I am currently creating a training course for Google Looker Studio, which will be utilised across the company.

### SEO Executive, PHD Media London (Sep 2022 - Apr 2023)

I was responsible for data analysis and communicating with stakeholders, specifically site traffic data reporting and technical SEO audits. I completely redesigned the SEO team's antiquated Google Looker Studio dashboards, which massively improved the delivery efficiency through automation. These dashboards are now being used by the broader team to present data to clients in a more intuitive fashion. These new dashboards garnered a wave of positive feedback from many of our clients including VW, Audi, Skoda, and McCain. I also gained a lot of planning and delegation skills by working on the technical SEO audits for Audi and Skoda, as well as leading the project for the VW audit.

### SEO Assistant, PHD Media London (Aug 2021 - Sep 2022)

As an assistant, my main responsibilities focused around presenting aggregated site data, and providing on-page metadata recommendations to clients. I took up the challenge of becoming the primary contact for Skoda and Warner Bros, leading the monthly SEO reports, which is a task typically carried out by Account Managers. I gained a great deal of soft skills, which allow me to present data in an informative and engaging manner.

## Skills & Programming Languages

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### Back-end:

- Java
- Python
- Flask
- C
- MySQL
- SQLite

### Front-end:

- JavaScript
- HTML
- CSS

### Other:

- Windows & Linux OS
- Git / GitHub
- Microsoft Office

## Education

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### **BSc (Hons) Computer Science, Lancaster University** (Oct 2017 - Jun 2020)

Upper Second-Class Honours (2:1)

Dissertation: Reducing Addiction to Social Media.

After identifying issues with the dark pattern designs and the addictive nature of social media websites, I developed a program with Java and Selenium WebDriver that aimed to wean the user off of social media. It monitors the sites you go to, and limits your time spent on preset blacklisted sites.

### **IB Diploma, The British International School of Jeddah** (Sep 2015 - Jul 2017)

34 points total.

#### Higher Level

- Computer Science - **5**
- ITGS - **5**
- Psychology - **5**

#### Standard Level

- English Lang and Lit - **6**
- French AB. - **6**
- Maths Studies - **5**

## Personal Languages & Interests

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Languages:

- **Fluent:** English
- **A1 Level:** Arabic  
I was born and raised in Saudi Arabia. I can read and write Fusha arabic, and I'm familiar with the Hejazi dialect.
- **A2 Level:** French, Portuguese  
I studied French in school from KS3 to IB, and Portuguese in my free time with the help of Duolingo (currently 850+ day streak 🧐).

Interests:

- **Video Games**  
One of my favourite pastimes, and one of my key motivators that got me into Computer Science at a young age. Some of my all-time favourites are the Fallout series, Outer Wilds, and Inscryption (also League of Legends but I'm somewhat embarrassed to state it publicly).
- **Long Distance Running**  
I run 5km a few times a week, I find it is a great way to meditate and clear the mind, especially after a long day of staring at screens. I am aiming to run the London marathon in sub 4 hours.
- **Theatre**  
I love going to see plays and musicals in London's West End, some of my current favourites are 2:22, Hamilton, and Les Mis.

## Right to Work & References

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As a British national, I have the right to work in the UK 😊.

References available upon request.