Luke Jones

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I'm an SEO Senior Executive who's a problem solver by nature, seeking a role in Software Development that will not only challenge my technical abilities but one that will support my personal and professional growth. I am passionate about finding solutions to life's daily problems.

My work experience has taught me many important soft skills, enabling me to take responsibility for communicating directly with clients, whilst working as part of a wider team.

I'm 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

Senior SEO Executive, PHD Media London (Apr 2023 - Present)
I'm now running the SEO account for McCain, with direct control over communication with the client. I'm leading strategy creation for this account while maintaining other technical SEO responsibilities such as BAU traffic reporting, and metadata creation. I'm now regarded as a technical specialist on my team, and am often relied upon to assist in the more difficult technical work done across the team. 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 took control of the team's reporting process, completely redesigning the Google Looker Studio reporting dashboards used by the SEO team. I created a new dashboard template which my colleagues use to present data to all their clients weekly. These dashboards I created garnered a wave of positive feedback from clients such as VW, Audi, Skoda, and McCain. As well as improvements in reporting, I worked on technical SEO audits for Audi and Skoda, and was project lead on the VW technical SEO audit.

SEO Assistant, PHD Media London (Aug 2021 - Sep 2022)
One month after joining, I requested to take charge of monthly data reporting for Skoda and Warner Bros. Presenting to these clients taught me a great deal of soft skills, as well as how to present data in an informative and engaging manner. I was also in daily direct contact with our Skoda client, providing on-page and metadata recommendations.

Skills & Programming Languages

- Java
- JavaScript
- Python
- Flask
- C
- MySQL
- SQLite
- HTML
- CSS
- Windows & Linux OS
- Git / GitHub
- Ahrefs
- Google Data/Looker Studio
- Google Analytics
- Google Search Console
- Semrush
- Lumar

Education

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 used a combination of Java and Selenium WebDriver to create a program that aims to wean the user off of social media. It does this by monitoring the sites you go to, and limiting your time on 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**

IGCSE, The British International School of Jeddah (Sep 2013 - Jun 2015)
Syllabuses studied:

- Computer Science - **A**
- Art and Design - **B**
- Business Studies - **B**
- Geography - **B**

- First Language English - **C**
- Literature - **C**
- French - **C**
- Physics - **C**

Personal Languages & Interests

Languages:
Fluent: English | **A1 Level:** Arabic | **A2 Level:** French, Portuguese

Hobbies:
- **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 often run 5km a few times a week, I find it's a great way to meditate and clear the mind, especially after a long day of staring at screens.

- **Kayaking**
  An old hobby of mine that I loved to do when I lived in Saudi Arabia. Unfortunately it's not as convenient in the UK.

Right to Work & References

As a British national, I have the right to work in the UK 🙂.
References available upon request.