

William Sutton

Junior SEO Specialist

Personal Info

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E-mail

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LinkedIn

linkedin.com/in/wdsutton

Twitter

twitter.com/wdsutton

Skills

Written communication



Problem-solving



Organization



Collaboration



SEO



eCommerce/SaaS Marketing



Google Analytics



Adobe Photoshop



Adobe InDesign



Languages

French



Advanced

Spanish



Conversational

A detail-oriented self-starter working towards an MA in Linguistics at UCLA (GPA 3.85). Eager to join TakeOff Media as Junior SEO Specialist to help execute data-driven campaigns, develop content, and optimize conversion rate. Strong background in statistics and language, internship experience with SEO and data-driven marketing.

Experience

2018-06 -

Website Intern

2018-09

Fragrance Unlimited

- Supported the eCommerce Manager in the optimization of categories (product and section) and content revamping across the site. Organized products in appropriate sections in a timely manner.
- Worked with eCommerce Manager & local SEO agency to optimize site content. Reduced the number of pages crawled by Google and implement local best practices to encourage organic traffic.
- Partnered with the international team to localize content and develop specific pages for the USA market.
- Worked with the eCommerce Manager on clean-up and implementation of local tags using Google Tag Manager and Google Analytics.
- Helped manage the overall portfolio of merchandise by ensuring strong, customer-centric categorization and updated content.

Education

2018 -

MA in Linguistics (Expected June 2020), UCLA

present

GPA: 3.85

Relevant coursework:

- Recognition of morphologically complex words
- Negative Polarity
- Evaluating perspective in meaning and discourse
- Python for language research

Key achievements:

- UCLA Golden Key—Member
- Dean's List 2017

2017

Bachelor of Science, Cognitive Science, UCLA

GPA: 3.9

Relevant coursework:

- Communication
- Anthropology
- Linguistics
- Statistics
- Philosophy

Thesis title: "Logical Reasoning—On the Border of Philosophy and Psychology"

Extracurricular activities and achievements:

- Dean's List 2015, 2016
- Founder of LingoBuzz blog—a student-run blog on language changes observable in new media
- Freelance contributor to 5 online music magazines

2017

High School Diploma, Abraham Lincoln High School, Los Angeles, CA

GPA 3.95

Combined SAT score: 1500 (Math: 700, Evidence-Based Reading and Writing: 800)

Additional Activities

- Member—Athletics Team Grade 10-12
- Member—English Club Grade 9-11

Interests

Independent music labels

Graphic design