

Alex Williams

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WORK EXPERIENCE

Walnut Creek Kinderworld

December 2015 – Present

CO-Owner & Business Data Analyst

Walnut Creek, CA

- Increased web traffic by 800% and qualified leads by 65% through a redesigned, SEO-optimized website.
- Led marketing strategies that drove a 350% rise in client inquiries and 50% enrollment growth within a year.
- Analyzed marketing performance, boosting new client acquisition by 40% through targeted campaigns.

Redfin

January 2018 – December 2024

Associate Agent Realtor

San Francisco, CA

- Leveraged CMS software to increase lead conversions by 53% through data analysis and strategic follow-ups.
- Enhanced sales efficiency, coordinating 900+ client/vendor meetings and tripling closure rates.
- Boosted client retention by 84% through personalized market insights and engagement strategies.

Pocket-lint

July 2023 – December 2023

Buyer's Guide Writer

San Francisco, CA

- Delivered 12 SEO-driven buyer's guides, generating 5,000 unique visitors and 200 new subscribers.
- Achieved 400% ROI in one month by designing affiliate content optimized for targeted marketing.
- Conducted market research using in-house data, increasing session engagement by 74%.

Dotdash Meredith (About.com)

March 2016 – October 2018

Copywriter

Remote

- Created 100+ affiliate buyer's guides, driving a 217% surge in direct purchases.
- Enhanced article performance with SEO updates, raising click-through rates by 31%.
- Streamlined editorial processes, reducing turnaround time by 50% via chat collaboration.

TechRadar

October 2014 – June 2018

Copywriter

Remote

- Attracted 100,000+ monthly visitors with comprehensive tech product analyses.
- Reduced publication turnaround by 30% through efficient communication with editors.
- Improved search rankings with SEO tools like Ahrefs and Yoast, securing first-page results.

Doorstep Farmers

March 2016 – January 2017

UI/UX Designer

Concord, CA

- Redesigned UI/UX, increasing subscriptions by 30% and enhancing retention through intuitive navigation and optimized checkout processes.
- Managed back-end data and generated customer behavior reports, identifying top-performing products, and guiding strategic landing page improvements.

EDUCATION

San Jose State University

Bachelor of Science, Information Science and Data Analytics

- *Magna cum laude*; 3.7/4.0 GPA
- Member of the SJSU Cyber Intelligence Team

July 2025
San Jose, CA

SKILLS

Languages: English (fluent), Japanese (intermediate).

Programming & Technical Skills: C++, Python, JavaScript, CSS, HTML, SQL (intermediate), Java (beginner).

Tools: Figma, Adobe XD, Photoshop (intermediate). Microsoft Excel, Microsoft Office Suite, Google Workspace (expert); WordPress, Wix, SquareSpace (professional).

Data Analysis & Analytics: Python (Pandas, NumPy), SQL, Microsoft Excel, Google Analytics

Marketing Skills: SEO, content strategy, affiliate marketing, copywriting, analytics tool (professional).

Certifications: Google IT Support Professional, TEFL, CPR/AED, CA Real Estate License.