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# ALEXANDRIA LO

UX DESIGNER | SEO & DIGITAL MARKETER

## CONTACT

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## EDUCATION

### The University of Texas at Dallas

Richardson, TX | December 2019

B.S. in Cognitive Science  
(Cognitive-Neuroscience  
Concentration)

Minor: Business Administration

## SKILLS

### UI/UX Design

Wireframing | Prototyping | User  
Research | Usability Testing |  
Adobe XD | Hotjar

### Front-End Web Development

HTML | CSS | Basic JavaScript |  
WordPress

### Design & Illustration

Adobe Photoshop | Adobe  
Illustrator

### Digital Marketing

SEMrush | Google Analytics |  
Google Ads | Sitebulb | Screaming  
Frog | Microsoft Office

## WORK EXPERIENCE

### Jr. Search Engine Optimization (SEO) Specialist | STATWAX

Dallas, TX | December 2019 - Present

- Audit client Instapage landing pages by conducting A/B tests to determine which designs lead to higher conversion rates
- Write SEO reports for prospective clients by evaluating their current site architecture, on-page content, technical issues, external content, and by providing insight on search ranking opportunities
- Research and develop SEO strategies based on current data and trends via on-site user experience and authoritative SEO tools to lower the cost of and increasing student acquisition for clients

### SEO Intern | STATWAX

Dallas, TX | June 2019 - December 2019

- Compiled weekly organic ranking reports for clients based on analytics to search and optimize keywords with low search visibility trends
- Created banner display ads and ad copy for client Google Ads, Facebook, and LinkedIn online marketing campaigns

### Lead Content Writer | LOP INC

Richardson, TX | March 2017 - June 2019

- Devised affiliate marketing and content strategy, increasing organic site traffic up 350%
- Researched, assigned, and reviewed team member posts, maintaining the flow of daily blog content
- Published over 1,000 articles across 3 company blogs on WordPress for 30,000+ visitors per day to promote and ensure up-to-date information about U.S. financial institutions and merchants

## KEY PROJECTS

### BobaTeaU Website

Academic | August 2019 - December 2019

- Designed wireframes and visuals to create a local boba tea shop directory website aimed toward students at The University of Texas at Dallas interested in finding new boba tea drinks near them
- Developed and hosted a WordPress website using a built-in theme and customized the formatting via HTML, CSS, and basic PHP

### Chemistry Student Association at UTD Website

Personal | November 2019 - March 2020

- Redesigned the student organization's outdated website to create a streamlined experience for students interested in joining the organization
- Conducted 1-on-1 interviews and performed user testing to determine what changes should be made to optimize the structure of the current site layout