



# Jordan Leigh Harris

Tokyo, Japan

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<https://jlelongjp.github.io/portfolio/>

## Languages;

English	Native
Chinese	Fluent
Japanese	Advanced
German	Intermediate

## Skills;

PHP, JavaScript, TypeScript, Vue, Nuxt.js, Pinia, CSS

Highly motivated web developer and designer from the UK with a strong background of developing potent SEO websites that rank well for high converting keywords in Google.

## WORK EXPERIENCE

### SEO Web Developer - Adventure, Inc.

Apr 2022 - Present, Tokyo

- Deciding and implementing SEO-focused improvements in the front end mainly with Vue.js (JavaScript) and PHP (Laravel and CakePHP) for a large e-commerce website (skyticket.jp).
- Identifying and fixing bugs and SEO issues along with monitoring how google is crawling and rendering website and making changes if necessary.
- Determining priority of tasks based on potential SEO effect and revenue, and allocating to team members.

Main skills used: JavaScript · Vue.js · PHP (Laravel, CakePHP) · SASS · Git · SEO · SQL

### SEO Specialist - Adventure, Inc.

Sep 2020 - Apr 2022, Tokyo

- Increased revenue from organic search for company's products by unprecedented levels, gaining top search positions for high volume, high converting keywords.
- Achieved top 10 rankings for keyword positions originally on the fourth page of google for website and increased organic revenue by up to 300%.
- Analysed areas to improve using various SEO tools such as Ahrefs, competitor analysis and calculated potential revenue increase to order SEO measures by priority.
- Analysed weak converting areas of website and A/B tested to increase conversion rate for landing pages.
- Monitoring SEO changes with Google Analytics and Search Console and building reports with Google Data Studio.

### English Content Executive - Adventure, Inc.

Mar 2019 - Sep 2020, Tokyo

- Managed and edited English and Chinese content for skyticket.
- Managed schedules for part-time and freelance writing staff.
- Wrote, edited and planned content to be more SEO-friendly and take high organic positions in Google.

### Digital Manager - Sweets Cafe Tokyo

Aug 2018 - Feb 2019, Tokyo

- Managed digital aspects of the business such as; increasing brand awareness through social media and relevant websites.
- Created promotional materials and modifications to website.

## **Junior Editor - Ringier China**

Jul 2016 - Feb 2018, Shanghai

- Produced a wide range of editorial content for the brands Shanghai Expat, City Weekend and Shanghai Family, for both online and print magazines.
- Photography and photo editing with Lightroom and Photoshop to cover media related events and editorial pieces.
- Filmed promotional and informative video content and edited with Adobe Premiere Pro. Managed interns organising work schedules and targets for them, along with helping them to improve their writing abilities.
- Significantly boosted social media following (Facebook, WeChat, Twitter and YouTube) such as increasing Facebook page likes from 20k to over 160k. Engineered content to be SEO friendly such as creating articles that would frequently appear as top results in Google.

## **Chinese (Mandarin) Interpreter and Translator - Worcestershire Ambassadors**

Feb 2016 - Apr 2016, Worcester, UK

- Volunteer work helping to translate business and investment presentations from English to Chinese (Mandarin).
- Acted as a means of communication between the Worcestershire Ambassadors and several Chinese delegates.
- Interpreted from English into Chinese at investment presentations to delegates visiting from China.

## **EDUCATION**

### **Sep 2011 – July 2015 National Taipei Normal University, Taiwan**

#### **BA Chinese as a Second Language**

Intensive study of Chinese language and culture with all modules being taught in Chinese.  
Graduated with average of over 75% (2:1 UK equivalent)

Worked with classmates to organise various activities and events promoting our department for the university such as helping to make a promotional video and marketing the university's capability to prospective students

### **2003 – 2010 Lymm High School & Sixth Form College, UK**

**3 A-levels, 1 AS-level**

**9 GCSEs**