

# Paige C. Willey

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## Established Skills & Expertise

AngularJS 1.x, Javascript, HTML5, CSS3, jQuery, Git, MongoDB, Mongoose, NodeJS/Express, Node Authorization

## Still Learning

Gulp, React, ES6, Python, Wordpress, Angular 2, MySQL

## Experience

### **SENIOR SEO SPECIALIST, CLEARLINK; SALT LAKE CITY, UT – AUGUST 2014 - MAY 2016**

Analyzed sites for technical SEO issues (pageload and source code analysis; AJAX-delivered content; sitemapping; .htaccess, HTML, and CSS optimization) for companies like Comcast, Bailey's Moving, and ADT. Contributed to code reviews and site-launch QA. Ran tests using AngularJS to determine effects of single page applications on SEO.

### **ONLINE MARKETING MANAGER, AVALAUNCH MEDIA; LEHI, UT – JUNE 2013 - AUGUST 2014**

Performed site audits and technical SEO optimization. Drove 350% traffic increase and 36% increase in conversions. Managed deliverables from a distributed team, including CMS devs. Personally optimized client and internal HTML/CSS.

### **SEO PROJECT MANAGER, SEO.COM; DRAPER, UT – JUNE 2012 - JUNE 2013**

Created technical SEO and content strategy for a portfolio of 15 clients. Managed onsite strategists and a distributed dev team. Increased traffic by over 150% and conversions by 2% or more.

### **ONLINE MARKETING MANAGER, COMPLETEXRM; SALT LAKE CITY, UT – JUNE 2011 - JUNE 2012**

Led Joomla front-end redesign. Increased organic traffic by 484% and site conversions by 12%. Managed users with PHP and MySQL in core SaaS software.

## Education

### **DEVMOUNTAIN – WEB DEVELOPMENT – PART-TIME, JANUARY - APRIL 2016**

### **WASHINGTON AND LEE UNIVERSITY – ENGLISH, MEDIEVAL AND RENAISSANCE STUDIES, 2011**

## Side Projects

### **BREATHE MEDITATION APP**

Makes use of the MEAN stack and vanilla JS. Users track their inhales and exhales and, based on the breath data, the app suggests a breath-based meditation. Uses Node authorization and Mongoose data modeling to create and store users and data in MongoDB. An option to use the application as a guest stores data in the window session. Features an interactive animation.

### **SUNSET FINDER**

Uses HTML, CSS3, JS, AJAX and geolocation. Connects to an external API to show the time of sunset at the user's location. Features a full-page animation created with CSS3 and Javascript.

### **QUOTE APP**

Employs AngularJS to give users a random quote at the click of a button. A search feature allows users to see available quotes based on an author or genre. Users may also add their own non-persistent quotes to the repository.