Paige C. Willey

willeypc@gmail.com   site: paigecwilley.com

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 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.