

SIERRA SCOTT

Driven and detail-oriented professional looking to obtain a position that promotes innovation and creativity. After rebuilding and developing websites, I understand the importance of both the visual display and the effect that SEO and analytics have on a website's success. I notice the details and I am an expert problem solver.

EXPERIENCE

Associate Product Marketing Specialist, Kochava

Sandpoint, ID

February 2020 - Present

- Design and create webpages and content for kochava.com using Figma and WordPress incorporating new layouts and graphics to improve user experience increase SEO
- Write blog posts and product guides on new products and industry news to increase company reach and visibility
- Gather data on company livestream events and promoted social posts to better understand user trends thus increasing livestream attendees and social post interactions

Web Developer, VICI

Gig Harbor, Washington

September 2018 - September 2019

- Organized and executed the redesign and implementation of 2 websites to improve website traffic and sales
- Utilized Google Analytics to monitor and increase SEO on 3 websites
- Boosted sales and website traffic by establishing email marketing campaigns with MailChimp
- Designed social media posts with Adobe InDesign to promote conference speakers
- Wrote new CSS and HTML to customize website design to make websites functional for the company's needs and the needs of the customers
- Maintained websites by updating and adding content to keep the websites up-to-date and relevant
- Re-branded service manuals using InDesign to create a cohesive company image across all platforms

CONTACT

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Email

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Website

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Location

Sandpoint, Idaho

SKILLS

Google Analytics

MailChimp

Adobe Suites

HTML/CSS

Wordpress

Java

French Language

EDUCATION

B.S. Computer Science,
University of Puget Sound

ACTIVITIES

University of Puget Sound

Women's Soccer

Jacey's Race Volunteer

Special Olympics

Volunteer

Hiking/Running/Biking