Sawyer Pearson

Boise, ID 83713 | 208-284-2019 | sawyer.pearson208@gmail.com | linkedin.com/in/sawyer-pearson

Full Stack Web Developer

Ambitious web developer with a passion for creating powerful, intuitive web sites & web-based tools. Five years of experience in eCommerce combining work ethic, technical skill & desire for growth to automate repetitive tasks, and create impactful content to drive customer traffic.

Skills

- HTML5
- CSS & Pre-Processors
- JavaScript
- React JS
- Photoshop
- Agile Methodologies
- CMS Platforms
- Version Control
- Search Engine Optimization
- Mobile First Implementation
- Customer Service
- Leadership

Experience

Bodybuilding.com - Boise, ID | **eCommerce Content Specialist** | Oct 2015 – Present

Building out fully responsive custom content pages from provided vendor PSDs while managing and optimizing image/video assets to create & maintain impactful content for our customers.

Achievements

- **Product SEO Overhaul:** Assisted with AB testing on top 50 products which lead to an average upward movement of **2.3 spots** in search results. Created documentation & implemented ongoing strategies for enhancing URLs, titles & metadata for top selling products & all new skus.
- **Sku Onboarding Automation:** Worked closely with a small team to decrease sku onboarding time by **58%** for select projects. This primarily involved the use of gsheets to transfer data from vendors directly into our sku management system as opposed to using a manual data entry method.

Education

Lambda School | **Full Stack Web Development** | March 2020 – Aug 2021

Boise State University | **Bachelor of Science** – *Human Biology* | 2010 – 2014