Sawyer Pearson

Boise, ID | 208-284-2019 | sawyer.pearson208@gmail.com | linkedin.com/in/sawyer-pearson
Portfolio: https://www.sawyer-pearson.com/

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

• React with Redux	• Node.js with Knex	• Agile Methodologies
• JavaScript	• SQL	• Jira & Trello
• HTML5	• Python	• CMS Platforms
• CSS & Pre-Processors	• React Testing Library	• Customer Service
• Photoshop	• Version Control	• Social Media
• Mobile First Design	• SEO	• 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 and 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.

- **Ingredient Parsing Tool:** Created a lightweight app to strip ingredients off nutritional labels and assort them into an itemized list. This facilitated faster & more accurate entry of nutritional information on supplement panels.

Education

Lambda School | **Full Stack Web Development** | March 2020 – Aug 2021
Boise State University | **Bachelor of Science** – *Human Biology* | 2010 – 2014

References available upon request