**Student Resume—Template**

**William Sutton**Junior SEO Specialist

**Phone:** +1-799-456-7878  
**Email:** abc@gmail.com  
**LinkedIn:** linkedin.com/in/abc

**Twitter:** twitter.com/abc

#### ****Objective****

A detail-oriented self-starter working towards an MA in Linguistics at UCLA (GPA 3.85). Eager to join TakeOff Media as Junior SEO Specialist to help execute data-driven campaigns, develop content, and optimize conversion rate. Strong background in statistics and language, internship experience with SEO and data-driven marketing.

#### ****Experience****

June 2018– September 2018  
Fragrance UnlimitedWebsite Intern

* Supported the eCommerce Manager in the optimization of categories (product and section) and content revamping across the site. Organized products in appropriate sections in a timely manner.
* Worked with eCommerce Manager & local SEO agency to optimize site content. Reduced the number of pages crawled by Google and implement local best practices to encourage organic traffic.
* Partnered with the international team to localize content and develop specific pages for the USA market.
* Worked with the eCommerce Manager on clean-up and implementation of local tags using Google Tag Manager and Google Analytics.
* Helped manage the overall portfolio of merchandise by ensuring strong, customer-centric categorization and updated content.

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#### ****Education****

2018—present  
UCLA  
MA in Linguistics (Expected June 2020)  
GPA: 3.85

**Relevant coursework:**

* Recognition of morphologically complex words
* Negative Polarity
* Evaluating perspective in meaning and discourse
* Python for language research

**Key achievements:**

* UCLA Golden Key—Member
* Dean’s List 2017

2017  
UCLA  
Bachelor of Science, Cognitive Science  
GPA: 3.9

**Relevant coursework:**

* Communication
* Anthropology
* Linguistics
* Statistics
* Philosophy

**Thesis title:** “Logical Reasoning—On the Border of Philosophy and Psychology”

**Extracurricular activities and achievements:**

* Dean’s List 2015, 2016
* Founder of LingoBuzz blog—a student-run blog on language changes observable in new media
* Freelance contributor to 5 online music magazines

2017  
Abraham Lincoln High School, Los Angeles, CA  
High School Diploma  
GPA 3.95  
**Combined SAT score:** 1500 (Math: 700, Evidence-Based Reading and Writing: 800)

**Activities:**

* Member—Athletics Team Grade 10-12
* Member—English Club Grade 9-11

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#### ****Interests****

* Independent music labels
* Graphic design

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#### ****Key Skills****

* Written communication
* Problem-solving
* Organization
* Collaboration
* SEO
* eCommerce/SaaS Marketing
* Google Analytics
* Adobe Photoshop
* Adobe InDesign

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#### ****Languages****

* French (Advanced)
* Spanish (Conversational)