

William Bowles

Full-Stack Software Engineer

Brooklyn, NY 678-469-5743 will@willbowles.co

[LinkedIn](#) | [GitHub](#)

A software engineer with a background in SEO and digital marketing. Finding new ways to solve problems and learning new skills are interests of mine. In addition to solving problems independently, I value collaboration because there is more than one way to achieve an answer, and everyone's input is valuable. My strengths are my attention to detail and my ability to meet deadlines.

Skills

Programming Languages: HTML, CSS, JavaScript, Python

Frameworks: React

Databases: MongoDB, PostgreSQL

Experience

Software Engineering Fellow December 2021 – March 2022

General Assembly | Remote

- Participated in a full-time, 3-month software engineering immersive, completing in-class projects, and personal projects focused on real-world applications of software engineering principles and best practices

Projects:

- **Simon:** Built with HTML, CSS, and Vanilla JavaScript
 - **GitHub Repository:** <https://github.com/vvillbiii/Simon>
 - **GitHub Pages:** <https://vvillbiii.github.io/Simon/>
- **alimenT:** Built with Mongoose, MongoDB, Express, and Node.js
 - **Deployed site:** <http://morning-falls-40233.herokuapp.com/>
- **Nomad-Atlas:** Built with Python, Django, and PostgreSQL
 - **Deployed site:** <http://nomad-atlas.herokuapp.com/>
- **Conscious Culture Reads:** Built with MongoDB, Express, React, and Node.js
 - **Frontend GitHub Repository:** <https://github.com/vvillbiii/ccreads-frontend>
 - **Backend GitHub Repository:** <https://github.com/vvillbiii/ccreads-backend>
 - **Deployed site:** <https://ccreads.netlify.app/>

SEO Coordinator May 2021- December 2021

Presentation Multimedia | New York

- Created SEO strategy roadmap for clients. Manage campaigns, including blogging, backlinking, and on-page optimization
- Utilized keyword research tools to identify and research key traffic and revenue-driving terms from which to write and optimize metadata
- Collaborated with account managers to execute on-page optimization and content strategy
- Communicated to the team on SEO campaign results and timelines
- Troubleshoot underperforming keywords and provide solutions

- Installed website tracking including Google Analytics, Google Tag Manager, and What Converts
- Created and Managed client retargeting campaigns
- Conducted website audits using Google Analytics and worked to resolve issues to optimize site and marketing performance

Marketing Associate Sept 2018 – December 2020

Uptime Legal Systems | New York

- Created and managed client Pay-Per-Click marketing campaigns
- Created SEO strategy roadmap for clients. Performed on-site SEO including working on meta descriptions, posting blogs, and optimizing content. Managed campaigns, including blogging, backlinking, and on-page optimization
- Leveraged social media channels to boost client site web presence by 35%
- Created and published email newsletters for clients
- Conducted website audits using Google Analytics and worked to resolve issues to optimize site and marketing performance
- Under the Marketing Manager, assisted new clients to our marketing services. Coordinated the migration from their existing services and build the campaigns. Helped clients to provide the content and information needed to launch their new marketing campaign

Digital Marketing Consultant December 2017 – December 2021

Digital Strategist | New York

- Managed and Optimized AdWords Accounts – reduced CPC, implemented proper account structure and increased relevant traffic through keyword research and negative keywords, A/B Split Testing
- Built SEO Optimized WordPress Sites - did competitive keyword research to determine rank ability, find long-tail keywords, and new opportunities. Optimized meta tags, created SEO Optimized content
- Used Google Analytics to assess visitor behavior and make adjustments to paid campaigns and organic search strategies

Education and Certifications

General Assembly Software Engineer Immersive December 2021 - March 2022

Remote

CUNY Kingsborough Community College January 2021 – Present

Brooklyn, NY