

William Zhao

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EXPERIENCE

SEO Analyst & Specialist

(4 Months) November 2023 – Present

PumpX Fitness LLC

Remote

- Conducted comprehensive SEO audits to identify critical areas for on-page and off-page SEO improvements, leading to targeted strategy adjustments that maximized search engine visibility and user engagement.
- 920% Surge in app downloads in the first quarter by analyzing SEO KPIs and optimized strategies (from 10 web referral downloads to approximately 95/mo)
- 1882.71% Increase in Organic Traffic Through Creation of Keyword and Content Optimized Articles Within 3 Months (30 visitors a day to approximately 2000)
- 212% Increase in number of quality backlinks each month implementing guest posting & outreach strategies
- Achieved a 3-second reduction in loading time for the main website page and 50+ subpages

SEO Specialist & Backlink Builder

(6 Months) September 2023 – Present

Kentrical

San Diego, CA

- Managed and served 5 clients independently, writing about 20 pieces of content per month for all clients, driving an average of 15% traffic growth.
- Built over 300 high-quality backlinks to content, boosting rankings for each piece of content by an average of 60%.
- Conducted comprehensive keyword research to optimize content and improve search engine rankings.
- Monitored and analyzed website performance using SEO tools such as Ahrefs and Google Analytics, providing actionable insights for continuous improvement.

Data Engineer Intern

(Present)

PumpX Fitness LLC

Remote

- Built and maintained ETL data pipelines from MySQL databases, feeding data into pandas for cleaning and processing, then visualizing in Tableau.
- Utilized Apache Airflow as a workflow scheduler to automate and manage data pipeline workflows.
- Ensured data integrity and accuracy through robust data cleaning and transformation processes.
- Collaborated with cross-functional teams to provide data-driven insights and support business decision-making.

Data Analyst Intern

(3 Months) June 2023 – August 2023

Dev/Mission

San Francisco, CA

- Analyzed the data of over 1700+ residents generating monthly reports with data visualizations in Seaborn
- Developed a Python-based analytics tool for reporting and dynamic visualizations.
- Saved 3 hours of senior management's weekly time through management of ETL data pipelines
- Developed and integrated a Python script into a larger application for automating data manipulation and analysis from user-uploaded Excel files.

PROJECTS

Spotify Music Recommendation Engine | *Python, Spotify API, Tableau, Pandas, Scikit, Matplotlib, Jupyter Notebook*

- * Developed a song recommendation engine using cosine similarity by comparing features(e.g, tempo, quietness, loudness, valence) of novel songs and past listening history
- * Analyzed and visualized 150,000 rows of data from past listening habits through graphs and tableau:
[seen here on Tableau.](#)

OpenAI Finetuned(High School Themed) Chatbot | *Python, HTML & CSS, Javascript, OpenAI, Javascript, Javascript*

- * Developed a website that conversed with a user using a fine-tuned built on top of OpenAI's NLP model "davinci"
- * Model trained on 120 lines of data that made school-references to make it more interactive, using a synthetic dataset generator using OpenAI's API, demonstrating frontend development interest: [seen here on this website](#)

Abalone EDA and Research | *Python, Pandas, Jupyter Notebook*

- * Researched efficient ways in determining Abalone age through shell-rings, shell-weight, shell-height, and viscera
- * Analyzed and Visualized over 400 rows of data to research efficient age classification of abalone
- * Achieved 40% Accuracy and 40% Recall

SKILLS

- Tools: Python, Java, MySQL, Web Scraping, Apache Airflow, Tableau, Pandas, MySQL, Selenium, Matplotlib, Jupyter Notebook
- SEO Tools: Ahrefs, Semrush, Buzzstream, Yoast SEO, Rank Math, GT Metrix, Answer The Public, Google Console, Google Analytics, Excel Spreadsheet