

# SIERRA SCOTT

I am a driven and detail-oriented professional looking to obtain a position that promotes innovation and creativity through thoughtful and unique solutions.

## EXPERIENCE

### Product Marketing Specialist, Kochava

Sandpoint, Idaho

February 2020 - Present

- Design webpages and content for [kochava.com](https://kochava.com) using Figma and WordPress
- Incorporate new webpage layouts and graphics to improve user experience and increase SEO
- Build infographics and one sheets with Figma to better communicate marketing topics in a visual way
- Write blog posts and product guides on new products and industry news to increase company reach and visibility
- Gather data on company livestream events and promoted social posts to better understand user trends thus increasing livestream attendees and sales leads

### Web Developer, VICI

Gig Harbor, Washington

September 2018 - September 2019

- Organized and executed the redesign and implementation of 2 websites to improve website traffic and sales, including VICI DBS (<https://www.vici-dbs.com>)
- Utilized Google Analytics to monitor and increase SEO on 3 websites
- Designed social media posts with Adobe InDesign to promote conference speakers
- Wrote custom CSS and HTML to modify website design to make websites functional for the company's needs and the needs of the customers
- Maintained websites by updating and adding content to keep the websites up-to-date and relevant
- Re-branded service manuals using InDesign to create a cohesive company image across all platforms

## CONTACT

### Phone

(208) 597-4273

### Email

sierramscott33@gmail.com

### Website

<https://smscott33.github.io>

### Location

Sandpoint, Idaho  
(willing to relocate)

## EDUCATION

### B.S. Computer Science,

University of Puget Sound,  
Tacoma, WA

Aug. 2014 - May 2018

## SKILLS

Figma

Adobe Creative Suite

HTML/CSS

WordPress

Google Analytics

Java/JavaScript

French Language

## ACTIVITIES

### University of Puget Sound Women's Soccer

Coding with Kids Instructor

Jacey's Race Volunteer

Special Olympics Volunteer

Hiking/Running/Biking