

# SINOUN CHEA *she/her*



WEBSITE NERD  
[sinoun.net](https://sinoun.net)

Hello CallRail!

March 2025

My name is Sinoun (pronounced “sin-noon”) and I am excited to apply for the **Website Experience Manager** role at CallRail.

I’m the founder of a web design and SEO company called [ShiftWeb](https://ShiftWeb.com). Since 2011, I ran the company as a solo entrepreneur, but now the company runs efficiently with a ten-person team. As I transition from active management to an advisor role, I am now seeking opportunities to experience the marketing industry from a different perspective. Which is why I’m here! :)

As I review the job description for the role, I feel I would be the perfect fit! Not only do I have the skills you need, but it seems CallRail’s company culture is amazing and I would be ecstatic to be a part of it. A good friend of mine (Nat Vargas) recently onboarded at CallRail and she can not stop raving about how awesome the company and people are over there. I would be so honored to also join the cool kids club at a company who is killing it in the industry. (*Fun fact*: I’ve been a CallRail customer since 2017!)

Thank you so much for considering my application. I’m excited about the idea of contributing and collaborating with everyone at CallRail. I’m also enthusiastic about your company culture and it would be a dream to be a part of it.




With gratitude,  
Sinoun Chea

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## CONTACT

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-  O4W, Atlanta, GA

## SKILLS

- Agency Experience
- Web Design & Development
- Website Strategy
- Website Quality Assurance
- Website Optimization & SEO
- Website Maintenance
- StoryBrand Wireframe
- Google Analytics
- Google Search Console
- Google Looker Studio
- Google Tag Manager
- Heat Map Analytics
- Jira
- CMS
- A/B Testing
- HTML/CSS/PHP
- Project Management
- Creative Director
- Web Hosting & Management

## ACCOLADES

- 44 Five Star Google Business Reviews
- UpCity Local & National Excellence
- Top Web Design Company by DesignRush

## ABOUT ME

As the founder of [ShiftWeb](http://ShiftWeb), a web design and SEO company, I specialize in crafting conversion-driven websites for small businesses. My expertise extends beyond design to include a solid background in content management and optimization.

As I transition from active management to an advisor role, I am now seeking opportunities to experience the marketing industry from a different perspective.

## EXPERIENCE

### ○ ShiftWeb

#### February 2011 - December 2024

For each project, I implemented the key strategies and solutions below to deliver exceptional service and meet the critical needs of my clients.

- Custom built 400+ websites for small to medium businesses using a CMS
- Creative director for web projects, creating website designs that focus on optimal UX to enhance user engagement and maximize conversions
- Project manager for web projects, facilitating daily collaboration and ensures effective communication to deliver high-quality project outcomes
- Develops and executes project roadmaps to align with strategic goals and ensure timely completion
- Enhance quality assurance by rigorously testing to maintain optimal website functionality
- Leverage A/B testing, experimentation, and analytics to enhance website functionality and to encourage specific visitor actions
- Utilize Google Analytics to analyze website performance, create custom tags, and deliver data-driven insights using Google Looker Studio