

PROFESSIONAL PROFILE

A creative and results driven Web developer professional with experience and a BA (Hons) in Advertising and Marketing Management. Commercially-astute with an eye for optimising SEO and creating engaging marketing content including social media campaigns and digital marketing strategies. Regarded as a driven and passionate enthusiast for high-quality content, adopting a multitude of tools to optimise SEO and deliver results. Possesses excellent stakeholder management, workflow coordination and project management skills in fast-moving environments. Currently looking to secure a challenging new role that leverages experience and skills gained to date.

KEY SKILLS

- Project Management
- Social Media Strategies
- WordPress
- Git
- Vanilla JavaScript
- Digital Marketing
- Tailwind CSS
- HTML/CSS
- SEO Optimisation
- Google Analytics
- Wix
- React

PROFESSIONAL EXPERIENCE

Digital Marketing & SEO Specialist | FREELANCE

Apr 2022 – Present

Provided freelance SEO services to a series of clients that include:

- Built and SEO optimized a website for Paddington luggage storage
- SEO optimized and created SEO audit for African Development Trust
- SEO optimized, community management and implemented a red ocean SEO strategy for Safari General Trading
- Created SEO audit, provided keyword mapping and research for CNA solicitors
- Set up mobile remit Meta page and created SEO optimized content for the website Mobile remit website

Account Manager | SAFARI GENERAL TRADING LIMITED

Sep 2022 – Dec 2022

- Created a strategy plan to promote content on Google My Business
- Prepared a variation of SEO strategies to help boost the originations listing
- Led both face-to-face and online customer interactions and ensured all enquires were dealt with rapidly
- Served as the lead point of contact for all customer account management matters
- Utilised SEO tools to produce keywords to be uses in content creation to improve organic reach
- Communicated the progress of monthly/quarterly initiatives to stakeholders
- Account management and regularly used CRM system to maintain positive client and partner relationships

SEO Executive | BETTER GIVING PARTNERSHIP (GIVTO)

Dec 2021 – Apr 2022

- Coordinated, developed and implemented on/off-site SEO strategies to improve organic search visibility
- Performed keyword research for the charity as well as created SEO audits on how the website can be improved
- Recommended technical optimisation fixes and changes to enhance website crawlability and performance
- Identified opportunities for new content, optimisation and how to work with more charities and media outlets
- Developed and executed an outreach strategy identifying high authority website owners to pitch content
- Utilised SEO tools to monitor how well the website was doing on SERP

SEO Executive | ATOMIC DIGITAL MARKETING

Oct 2021 – Jan 2022

- Conducted technical site audits on a regular basis using tools such as screaming frog with recommendations on how to improve the website
- Managed and executed SEO campaigns for organisations with a focus on small and medium-sized accounts
- Responsible for monitoring traffic, conversions, keyword rankings and reports
- Implemented an on-site analysis and keyword research to identify target keywords with the most potential growth and opportunities to grow traffic for clients' websites
- Monitored performance of the PPC campaigns and put forward recommendations on how to reduce CPC
- Created, maintained, and conducted analytics reporting across multiple platforms
- Extracted key insights for future campaigns development and go to market strategies
- Completed proposals and recommendation tactics on how to grow websites.

Social Media Assistant | UNIVERSITY OF NORTHAMPTON

Jan 2019

- Created content to promote the University on social media platforms most relevant for the target audience
- Formulated short-term and long-term social media strategies and spearheaded social media campaigns
- Edited videos and pictures to produce engaging and relevant content that was ready to be published
- Attracted additional international students by vlogging and taking videos of fun activities on campus
- Analysed audience information and demographics, and success of social media projects
- Proposed new ideas and concepts for social media content

Social Media Assistant | TEAMWORK TRUST

Nov 2017 – Apr 2018

- Created and published B2B content for social media platforms such as Facebook & LinkedIn
- Managed a group of 3, responsible for their training and development
- Led a 9-week campaign and grew followers on Instagram by 30% and achieved 70 additional likes on Facebook
- Built and developed customer relationships and ensured enquires were answered swiftly
- Constructed a social media campaign and monitored the data to enhance customer relations
- Created and uploaded content for multiple social media channels
- Developed campaign strategies on LinkedIn where our target audience would be captured

EDUCATION

Pivot2tech

2023

Full Stack Web Development Bootcamp

PIVOT2TECH

- Full stack Web Development (GIT, HTML, CSS, JavaScript, React)
- <https://github.com/AbdiAhmednur>

BA (Hons) Advertising and Marketing Management (2:1)

2019

UNIVERSITY OF NORTHAMPTON

- **Dissertation:** *Effects social media has on brand reputation.*
- **Experience:** *Had the opportunity to work with clients face to face and understand their needs to grow their online presence and expand digitally.*

Business BETC Level 3 National Diploma

2015

ICT BETC Level 3 Single Diploma Award

BROOMFIELD SIXTH FORM

- BETC Level 3 equivalent A-level in Business (double award) and ICT (single award)

LANGUAGES & PERSONAL INTERESTS

Languages: Fluent in English and Somali

Personal Interests: Reading, going to the Gym and Traveling