

Sarah Jarque Deakin

Web Developer

EXPERIENCE

Catch Benefits

SEO and Website Developer

May 2021 - Present

- Currently focused on working in user growth, through organic matters, and customer development through CX.
- Developed React components to improve web experience.
- Improved page load speed. Increased Lighthouse scores to: 94 for Performance, 91 for Accessibility, 93 for Best Practices, and 100 for SEO.
- Doubled the amount of keywords we ranked for since beginning in the role, drove organic SEO results through website optimization.

Starling Bank

Web Developer

June 2020 - April 2021

- Worked with my team in transitioning the website over to a Gatsby framework, decreasing our page load time.
- Independently built a sort code checker that increased our ranking from page 4 to page 1 within a few days for a keyword that garners 60k monthly searches. This page is now one of our top 10 organically searched pages.
- Responsible for training digital marketing colleagues to successfully implement tech changes, and giving them an understanding of Git and AWS. I created a bash script to further automate the process.

Web Content Developer

July 2019 - June 2020

- Worked directly with the website, including uploading content, suggesting and performing optimisations, and building components.
- Increased organic session duration by 4.91%.
- Facilitated production of important business assets amid the COVID-19 pandemic.

SEO Executive

September 2018 - July 2019

- Lead the SEO program at Starling and grew Starling's organic traffic
- Increased organic users by 110%, organic new users by 112.28%, new sessions by 107.15%, our ranking for 'best business bank account' to page 1, making us the only bank there organically amongst all the comparison websites.

Marketing (Events)

September 2018 - July 2019

- Worked in events organisation from conception all the way through to attending and managing staff, both from Starling and external agencies.
- Excelled particularly in KPI tracking, and analysing data in order to further understand how our consumer base finds us.
- Helped increase brand awareness of Starling.
- Designed a plan to decrease cost per event whilst still maintaining Starling's availability.

Customer Service

September 2018 - July 2019

- Controlled our social media, worked with all aspects of the company to resolve conflicts and handled incidents.
- Helped facilitate the launch of business accounts



A passionate, enthusiastic, hands on learner who strives to bring her friendly and supportive nature to any role. An effective communicator who emphasises the importance of empowerment and diversity within all aspects of work.

sarahjarquedeakin@gmail.com

sarahjd.dev

201-208-9123

Industry Knowledge

Product Design

Financial Services

Customer Experience

Web Experience

Tools & Technologies

Google Analytics, Google Search Console, Firebase, Kochava, SEMRush, Git, Javascript, HTML, CSS, Gatsby, React, AWS, API calls, styled-components, Ahrefs

Other Skills

Retail management, people management, training, administrative software, time management, data entry, cash management, customer outreach

EDUCATION

University of Southampton

BA Archaeology

2012 - 2015, Southampton, UK