

Sarah Jarque Deakin

SEO and Web Developer

EXPERIENCE

Catch Benefits May 2021 - Present

SEO and Website Developer

Improved User Growth through organic traffic increase, web UX and dedicated content

Developed a Blog Priority component in React in support of dedicated content to further drive organic traffic

Increased Lighthouse scores to from 66 to 91 for Performance total and from 82 to 100 for SEO.

Doubled the amount of keywords we ranked for since beginning in the role, drove organic SEO results through website optimization and content management.

Starling Bank June 2020 - April 2021

Web Developer

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) March 2018 - September 2018

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 October 2017 - March 2018

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.

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Industry Knowledge

Product Design

Financial Services

Customer Experience

Web Experience

Content Creation

Podcasting

Tools & Technologies

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

Other Skills

Podcasting, 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