

SARAH DEAKIN

SARAHJARQUEDEAKIN@GMAIL.COM

WEBSITE: SARAHJD.DEV

@SJARQUEDEAKIN   SJARQUEDEAKIN

About Me

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.

Starling Bank

2017 to present

July 2020 - Present

Web Developer

As we scaled, the importance of rapid growth and acquisition within our company required more full time website development.

Key results:

- Working 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.

July 2019 - June 2020

Web Content Developer

A large part of my role in SEO also required working directly with the website, including uploading content, suggesting and performing optimisations, and building components. In order to inform the changes I was suggesting, I became determined to be able to implement these changes. I took the initiative to educate myself and began my journey into web development.

Key results:

- Increased organic session duration by 4.91%
- Facilitated production of important business assets amid the COVID-19 pandemic.

September 2018 - July 2019

SEO Executive

Having enjoyed the analytical aspect of digital marketing, I moved into working directly within SEO, and growing Starling's organic traffic.

Key results:

- Increased organic users by 110%
- Increased organic new users by 112.28%
- Increased new sessions by 107.15%
- Increased our ranking for 'best business bank account' to page 1, making us the only bank there organically amongst all the comparison websites.

May 2018 - September 2018

Marketing (Events)

Working in events organisation from conception all the way through to attending and managing staff, both from Starling and external agencies.

Key results:

- I 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.

October 2017 - May 2018

Customer Service

Beginning in Customer Service, I was an early employee of Starling, and got to know our customers first hand by providing 24/7 support.

Key results:

- In this time I took control of our social media, worked with all aspects of the company to resolve conflicts and handled incidents.
- Helped facilitate the launch of business accounts

Education University of Southampton, 2012 - 2015 *BA Archaeology*

Skills

*Google Analytics, Google Search Console,
Firebase, Kochava, SEMRush*

*Git, Javascript, HTML, CSS, Gatsby, React,
NodeJS, AWS, API calls*

Additional Skills

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

References available upon request

