Saidatta Murti

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- 📍 Mumbai, Maharashtra
- in My LinkedIn
- 🔗 My portfolio

Profile

Detail-oriented Business Analyst and SEO Executive skilled in **data analysis, AI tools, and digital marketing**. Experienced in **process optimization, stakeholder management, and SEO strategy** to drive efficiency, compliance, and online growth

Education

Bsc Computer Science, *University of Kent*
2021 – 2024 | Canterbury, United Kingdom
• Gained expertise in data analysis, algorithms, and programming languages, including Java.
• Enhanced teamwork and collaboration through group projects, including Human-Computer Interaction.
• Relevant coursework: Algorithms, Database Systems, Functional Programming, Artificial Intelligence, and Software Development.

A-Level, *Podar international school (CAIE)*
07/2019 – 06/2021 | Aurangabad, India

IGCSE, *Podar International School (CAIE)*
07/2016 – 07/2019 | Aurangabad, India

Work Experience

Web Content Manager, *HK technical*
02/2025 – 05/2025 | remote
• Planned and scheduled over 50+ content pieces/month, aligning with business and marketing objectives.
• Wrote and optimized 500+ SEO titles, descriptions, and tags, boosting organic search performance by estimated 25%.
• Managed a remote team of 6 content writers ensuring 100% deadline adherence and consistent quality.
• Approved/Rejected 200+ user submitted posts/month for publication on the company's app, maintaining content compliance and brand voice.

AI Trainer and Content Writer, *Outlier AI*
09/2024 – 10/2024 | United Kingdom
• Curated high-quality datasets, improving AI model accuracy by 30%.
• Created technical documentation and user guides for diverse audiences.
• Managed multiple projects, ensuring timely delivery and client satisfaction.

Social Media Manager, *Kentstudentmemes*
05/2023 – 04/2024 | Canterbury, United Kingdom
• Analyzed data to create targeted promotional strategies, increasing event attendance by 35%.
• Boosted user engagement by 40% through effective content curation and marketing campaigns.
• Utilized web analytics tools to assess performance metrics and refine strategies

Tutor, *Freelance*
10/2023 – 12/2023 | Canterbury, United Kingdom
• Developed tailored lesson plans, improving student performance by 20%.
• Consistently delivered tasks with 100% precision and efficiency.
• Enhanced knowledge and skills to assist junior students effectively.

Languages

- English
- Hindi
- Marathi

Certificates

- Automate Cybersecurity Tasks with Python

- Tools of the Trade: Linux and SQL

- Assets, Threats, and Vulnerabilities

- Play It Safe: Manage Security Risks

- Put It to Work: Prepare for Cybersecurity Jobs

- Python for Data Science, AI & Development

- Digital Skills: Artificial Intelligence

- Digital Skills: Web Analytics

- Web3 Virtual Assets

- Additional certificates available in portfolio/LinkedIn. ⬈

- Google analytics

- Increase SEO traffic with WordPress

- SEO with Squarespace

- GA4 for SEO

- How to boost lead generation with SEO

Skills

- Social Media Marketing (Instagram, Facebook, LinkedIn)

- Market Research & Competitor Analysis

- Negotiation & Persuasion Skills

- Business process modeling and optimization

- Technical content writing and reporting

- Analytical tools: Tableau, Power BI

- Software Development Life Cycle (SDLC)

- Critical thinking and problem-solving

- GA4

- SEMrush / Ahrefs / Moz

- Google Search Console

Projects

Gym Website
Programmed a user-interactive gym website using CodeIgniter (MVC), streamlining user registration and data management.

Holiday Park Database
Built a comprehensive PostgreSQL database system for a holiday park company, optimizing data retrieval and management processes.

Haskell & JavaScript Integration
Generated JavaScript files from Haskell for in-game data and behavior, deepening game interactivity.

GP Office Software
Designed encryption-focused software for GP offices, advancing data security and operational efficiency.

Garage Booking Website
Constructed a garage booking website to simplify the booking process and improve user experience. Where more than 85% of the positive reviews were received while testing.

Data Analysis Report
Conducted data analysis and wrote Python scripts to classify rejection emails, reducing manual sorting time by 70%.

Health Product Development
Collaborated on developing a health-focused product, contributing to a 20% increase in user engagement.

Additional projects available in portfolio. ⬈