

# SABIN BHUJU

ECOMMERCE CO-ORDINATOR &  
DIGITAL MARKETER



## CONTACT

+61424085685  
sabin.bhuju14@gmail.com  
<http://sabinbhuju.github.io/>

## PROFILE

Detail-oriented full-stack designer with experience in content management and SEO with excellent digital landscape and eCommerce understanding. Passionate about content creation, designs and campaigns that attract customers and profits.

## EDUCATION

**Bachelors in Network Security**  
Central Queensland University  
2016-2019

**Social Media and Communications**  
2019-2021

## SKILLS

Adobe Photoshop, Illustrator  
SEO for Organic Traffic  
Web Development  
CMS (Shopify, Magento, WordPress)  
Content Creation (Articles, photos)  
Google Analytics  
Paid Media Marketing  
Social Media Marketing  
SERP Analysis  
Keyword Research

## EXPERIENCE

### PROJECT LEAD

#### SoHealthy | 2019 - Present

SoHealthy is a health and lifestyle e-commerce website that sells products that promotes a more natural and sustainable lifestyle and products and primarily focuses on products made in Australia. (Website based on WordPress.)

- Ensuring individual branding guidelines, visual identity and tone of voice are adhered to in all content creation
- Executing the online merchandise plan, including but not limited to uploading banners, editing images, copywriting, building landing pages, optimising product categories and site navigation.
- Ongoing reporting and performance analysis to optimise website content for SEO
- Ensuring consistency and accuracy of all online content while adhering to deadlines and brand guidelines
- Assigning tasks to the team and responsible for the project tracker.
- Hosting Analytics Meeting and making plans forward.
- Created social media campaigns and newsletters which created a consistent lead generation of customers connecting online
- Build other content pages and components across the site to support the online merchandise plan.