

# Sabin Bhuju

## Full-Stack Designer and Digital Marketer

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### Skills

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#### SEO

Keyword research, website optimization, link building, managing organic traffic, building domain authority, lowering bounce rates,

#### Adobe Creative Suite

Photoshop, Illustrator, InDesign, Lightroom

#### Web Development

HTML, CSS, ASP.net, HTML5, Wordpress, Shopify, Pagefly

#### Content Creation

Experience in CMS and CRM tools, Content writing, photos and videos for blogs, websites and Social Media

#### Marketing and Analytics

MailChimp, SERP Analysis, Google Analytics, Google Search Console, Mainstream Social Media Marketing, Content Marketing, Influencer Marketing, Paid media campaign

### Education

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#### Diploma of Social Media Marketing and Communications

**Bachelor of Information Technology** Central Queensland University (Network Security)

### Summary

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Detail-oriented full-stack designer with 2 years of experience in content management and SEO with excellent digital landscape understanding. Passionate about content creation, designs and campaigns that attract customers and profits.

### Professional Experience

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**Analytics, SEO and Paid Marketing** | unwstd. | Feb 2020 – Present  
unwstd. is a small business that specializes in non-alcoholic drinks and an alcohol-free lifestyle. Organising events across Sydney and promoting various campaigns.

- Created social media campaigns via Facebook marketing which created a consistent lead generation of customers connecting online
- Website merchandising and content creation and optimization - ([Website](#))
- Working with other team members and micro-influencers over social posts
- SEO, analytics management and marketing growth report for the website.

**Website Manager** | Mac Repair Service Sydney | Oct 2020 - Present  
This is my personal project ([Website](#)) which I started and turned into an actual business. I was able to capitalize on the lack of SEO and site optimization of other businesses, rank my site in maps and SERP. I now oversee a site and have a clientele based in the eastern suburbs and have 2 employees.

- Prepared Product Requirement Document (PRD) to understand project requirements, features, timeline, and success metrics
- Implemented Layered Architecture with a sitemap for easy navigation and SEO.
- Map-based SEO for targeted customers.

### Projects

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#### Aussie Stamp Place (ASP.net 4.0 and C#)

Created a website from scratch for an online marketplace where people can buy and trade vintage Aussie Stamps.

- Had functions to implement theme changes according to user preferences
- Implemented admin dashboard, authentication, and role-based authorization
- Implemented password hashing to improve security in the application

References available upon request