

Sabin Bhuju

Full-Stack Designer and Digital Marketer

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Skills

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

Diploma of Social Media Marketing and Communications

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

Summary

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

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](#))
- Assisted the organization through Troubleshooting and general IT support
- SEO, analytics management and marketing growth report for the website.

Projects

Mac Repair Service Sydney ([Website](#))

Created this website just as a hobby of web creation and SEO. Surprisingly, due to a lack of proper SEO and optimization for most of the established company, we managed to beat them and now I do some casual work from the website.

- 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.

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 implicate 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