

# Timi Iyanda.

E: timiyanda07@gmail.com | M: 07865804291 | L: <https://www.linkedin.com/in/timilehin-iyanda/> | A: Manchester, UK

## SUMMARY

Analytical SEO Executive with a marketing degree from Teesside University and 3+ years of experience in SEO and copywriting. Seeking new opportunities to leverage and improve my expertise in SEO strategies and digital marketing as an **SEO Executive**. I have the right to work in the UK.

## EDUCATION

### Master's in Digital Marketing, Distinctions | Teesside University | 2023 – 2024

- **Final Year Project:** Impact of Online Reviews on Dolphin Tour Booking Decisions
- **Relevant modules:** Marketing Analytics and Optimisation, Digital Marketing Strategy, Digital Innovation.

### Bachelor's in Agronomy, 2:2 | UI | 2013 – 2018

- Public Relations Officer - Facilitated communication with over 500 students through regular newsletters and student community management via WhatsApp groups.

## WORK EXPERIENCE

### Sales and CS Advisor (Part-Time) | EE | June 2023 – Date | United Kingdom

- Exceeding quarterly sales targets by 10% through proactive customer engagement and upselling strategies.
- Maintaining a customer satisfaction score of 90% by resolving technical and billing issues efficiently and with empathy

### SEO Executive | Internet Mechanics | October 2021 – Date | Remote

- Led a content strategy overhaul for a B2B SaaS company and achieved a 25% annual increase in qualified leads due to improved content targeting.
- Created detailed technical audit reports and SEO action plans that increased clients' site performance by up to 30% and organic traffic by 32% in 7 months.
- Achieved a 20% increase in click-through rates by implementing structured data and editing metadata across 300 product pages for an Ecom client.
- Conducted routine client consultations and led monthly performance reporting of 5+ high-profile clients, which contributed to contract renewals and project scope expansion beyond SEO.

### Marketing Apprentice | Beach Chair Marketing | May 2021 – August 2021 | Remote

- Increased lead conversion by 40% through writing and optimizing landing pages and email newsletters.

- Reduced customer churn rate by 2% by analyzing user actions and initiating email sequences to retain customers.

#### **SEO Content Editor | ZeoDigital | September 2019 - August 2021 | Lagos**

- Authored 125+ articles and white papers, securing top 10 rankings for 80% of targeted keywords.
- Conducted detailed keyword research to improve content relevance and increase organic search traffic.

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#### **LANGUAGES, SKILLS AND CERTIFICATES**

- **Languages:** English (Native).
- **Skills:** SEMRush, Google Search Console, Screaming Frog, Hootsuite, Microsoft Excel, WordPress, Shopify, Google Analytics, MailChimp, Hubspot, Canva, SurferSEO. Basic HTML
- **Certifications:** Google Analytics Individual Qualification, SEMRush Technical SEO.

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References Available on Request