Sakib Muhammed

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Professional Career

I am a results-oriented Website Specialist with a collaborative mindset and a strong ability to negotiate and influence. I am dedicated to building a robust online presence and have a proven track record in managing and supporting websites across diverse industries. My expertise spans Website Management, Digital Marketing, and CMS, where I consistently maintain a high level of accountability for outstanding work.

Core Skills

Website Management & Web Design

- *Professional use of CMS:*
    - SiteCore
    - WordPress
    - Drupal
    - Umbraco
    - Wix
    - WebFlow
- *Website Optimisation and User Experience:*
    - A/B testing
    - Wireframing
    - Prototyping
    - UI design
    - Usability testing
- *Strong understanding of web development:*
    - HTML
    - CSS
    - JavaScript
- Website maintenance:
    - Proofreading
    - Copywriting
- *Web Hosting & cPanel management:*
    - Database management (MySQL)

Search Engine Optimisation & Digital Marketing

- *On Page Optimisation:*
    - Keyword Research
    - Meta tags
    - Content optimisation
- *Technical SEO:*
    - XML sitemaps
    - Canonical Tags
    - Site Health checks
    - Schema Implementation
- *Content and Marketing:*
    - Content marketing
    - Email marketing
- *Link Building*
- *Analytics and Reporting:*
    - Google Analytics
    - Google Search Console
    - Traffic reports
    - Hotjar
- *Professional use of SEO Tools:*
    - Conductor
    - Screaming Frog
    - Ahrefs
    - SEMRush
    - Linkdex/Authoritas

Project Management & Leadership

- *Project Planning & Execution:*
    - Project Planning
    - Scope Management
    - Time Management
    - Quality Assurance
    - Problem-Solving
- *Stakeholder Engagement:*
    - Stakeholder Communication
    - Vendor and Contractor Management
- *Team Management and Leadership*
    - Leading briefing & training sessions
    - High attention to detail
- *Resource Management:*
    - Budget Management
- *Methodologies:*
    - Agile/Lean Methodologies
- *Microsoft Office 365:*
    - Word
    - Excel
    - PowerPoint
    - Publisher

Relevant Experience

Feb 2024 – Present: ***Website Specialist | Motability Operations***

- Managed the Scheme, News & Events, and Corporate sites across four different CMS platforms, ensuring consistent and optimised content delivery.
- Led the re-platforming project using Sitecore, optimising and exploring its functions to meet business content requests.
- Managed quarterly website price updates and other cyclical tasks to ensure timely and accurate content.
- Directed the content migration process, implementing a new tone of voice and collaborating with a digital copywriter for SEO and UX teams to add user friendly content.
- Engaged with a diverse customer base, including 700,000 Motability Scheme users and prospective customers, focusing on SEO to enhance visibility.
- Ensured high standards of content management with expertise in Sitecore, CMS, Photoshop, and HTML, providing technical troubleshooting and stakeholder management.
- Developed and executed an SEO strategy in collaboration with a SEO agencies, addressing both on page and off page issues within the 1st quarter.

Mar 2023 – Feb 2024: *Website and SEO Manager | CFone Communications*
- Managing multiple websites for clients from various industries.
- Working with different CMS such as WordPress, Drupal, Statamic and more to produce websites tailored to a client's specific needs.
- Applying Agile and Lean methodologies to create a more adaptive and efficient environment.
- Planning effective, strategic, and thorough search engine optimisation campaigns.
- Developing responsive and mobile-friendly website designs with a user centred approach.
- Organising and attending monthly meetings with clients.
- Training colleagues in SEO best practices and web design.
- Producing and presenting extensive and thorough traffic reports on a monthly and bi-weekly basis for various clients.
- Implementing strategies for online lead generation and conversion optimisation.
- Conducting competitor analysis to stay ahead in the industry.
- Handling website migrations, updates, and server maintenance.

Sept 2022 – Mar 2023: *SEO Analyst | Merkle UK (A Dentsu company)*
- Developing and implementing on-page optimisation strategies, including keyword research, meta tag optimisation, and content optimisation, for high-profile clients like Uniqlo and Tesco.
- Updating schema and structured data across various client websites, ensuring proper technical SEO practices.
- Analysing website analytics and metrics using tools like Google Analytics and Google Search Console to drive data-driven decisions.
- Advising clients on the implementation of SEO recommendations and providing guidance for improving site health, including XML sitemaps and canonical tags.
- Collaborating closely with developers to ensure websites are optimised and in the best possible state, including conducting site health checks.
- Conducting comprehensive keyword research to identify high-impact opportunities for clients.
- Coaching and onboarding new team members to expand their SEO expertise.
- Executing effective link-building strategies to improve website authority and rankings.
- Preparing and presenting weekly and monthly traffic reports, utilising professional SEO tools such as Google Analytics, SEMRush, and Linkdex/Authoritas.

Jan 2020 – June 2022: *Web Designer and SEO | CFone Communications*
- Producing custom web pages and applications on restrictive deadlines.
- Helping build brands through custom logo and digital asset design.
- Control panel maintenance.
- Keeping good communication with customers in an online environment.
- Helping many businesses' online presence grow during the pandemic.
- Practising and consolidating CMS skills across multiple platforms.
- Graphic design for clients with a broad range of requirements.
- Social media account management.

Sept 2016 – Jan 2018: *Technology Guide | Penfold Court Senior Home*
- Teaching the isolated community engage with others online through technology.
- Assisting the elderly and dementia patients access technology such as internet and email.
- Learning how to be patient as interactions can be long and personal.
- Refined my strong communication skills when explaining systems to the elderly.

Other Experiences

Sept 2018 – Jan 2020: *Sales Assistant | Easy Tek, Tottenham Court Road*
- Improved time management skills.
- Worked independently and in teams to meet sales targets.
- Worked under pressure and strict deadlines during peak periods.

Jan 2017 – Sept 2018:   *Customer Assistant | Marks and Spencer, London Bridge*
- Worked closely with the wider team to ensure high standards are met throughout the store.
- Conducted regular food safety and quality checks to ensure requirements are met.

Education

BSc (Hons) Computer Science, Goldsmiths, University of London
- Upper Second Class (68%)
- Modules included:
  - Interaction design
  - Social Media, Crowdsourcing and Citizen Sensing
  - Data and the Web
  - Algorithms and data structures
  - Web Development
- Dissertation topic: CiteMe: An application to help users track, trace, and debunk fake news and misinformation.

Extra-curricular Involvement/Voluntary Work

Sept 2020 – Sept 2021:   *Participant | OneTech Talent Incubator*
- Shadowed different professionals from various tech-backgrounds.
- Received advice on skills, employment, and portfolio building.

Sept 2017 – Sept 2018:   *Participant | Duke of Edinburgh Gold*
- Organised planned and conducted camping expeditions throughout the Brecon Beacons and parts of England; volunteered in local community home.

July 2016 – Sept 2017:   *Participant | Mark Evison Foundation*
- Received expert and tutoring and advice from people at various industries such as tech and finance.

Sept 2014 – Sept 2015:   *Participant | Duke of Edinburgh Bronze*
- Worked closely with the wider team to ensure high standards are met throughout the store.
- Conducted regular food safety and quality checks to ensure requirements are met.

Awards

July 2021	***Computing Project Prize	Goldsmiths Degree Show***
	https://sites.gold.ac.uk/computing-project-prizes/
Sept 2021	***Graduate	OneTech Talent Incubator***
Sept 2018	***Gold Award	Duke of Edinburgh***
July 2017	***Rising Star	M&S Simply Food***
Sept 2015	***Bronze Award	Duke of Edinburgh***

Interests

Hobbies	Film and TV reviews, Garage Music, and PC building
Reading	The White Tiger by Aravind Adiga
Languages	English Native	Bengali Fluent	Hindi Conversational