

Sakib Muhammed

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Professional Career

I am a results-oriented Website Manager with a collaborative mindset and a strong ability to negotiate and influence. I have a proven track record in managing complex website ecosystems, including platforms such as Sitecore, Drupal, Shopify, and more. With expertise in replatforming projects, website optimisation, UX design, and SEO, I am dedicated to building a robust online presence. My experience spans Website Management, Digital Marketing, and CMS, consistently maintaining a high level of accountability for outstanding work.

Core Skills

Website Management & Web Design

- Professional use of CMS:
 - SiteCore
 - WordPress
 - Drupal
 - NEOs
 - 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

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 Manager | Motability Operations

- Successfully led the replatforming of Motability's website from the previous CMS to Sitecore, enhancing performance, usability, and scalability.
- Collaborated with wider teams such as digital marketing and events teams to reskin the new website, ensuring alignment with brand guidelines and delivering an improved user experience.
- Spearheaded website performance optimisation initiatives, including implementing SEO best practices and streamlining content delivery, resulting in a significant increase in site traffic and search engine rankings.
- Regularly reported on website analytics and created interactive dashboards for cross-departmental teams, enabling data-driven decision-making and improved visibility into key performance metrics.
- Managed the Scheme, News & Events, Corporate and careers sites across four different CMS platforms, ensuring consistent and optimised content delivery.
- Managed quarterly website price updates across global teams 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.

Mar 2023 – Feb 2024: *Website and SEO Manager | CFone Communications*

- Managed multiple websites for clients across various industries and global markets, implementing Geo IP tags to deliver localised user experiences.
- Utilised CMS platforms such as WordPress, Drupal, and Statamic to create tailored websites that met specific client requirements.
- Led website globalisation initiatives, ensuring content and functionality were optimised for diverse audiences.
- Planning effective, strategic, and thorough search engine optimisation campaigns.
- Developed and executed SEO strategies that improved search engine rankings and increased organic traffic for international clients.
- Conducted competitor analysis and implemented targeted improvements to maintain a competitive edge in global markets.
- Produced comprehensive traffic and performance reports, providing actionable insights to clients during monthly and bi-weekly meetings.
- Trained team members in SEO best practices and website optimisation techniques to enhance overall team proficiency.

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.
- 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*

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