Sakib Muhammed

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Professional Career

I'm a results-oriented Digital Content Executive with a collaborative mindset and a strong ability to influence and negotiate. Experienced in managing website ecosystems across platforms like Sitecore and WordPress, I focus on replatforming, optimisation, UX design, and SEO to deliver high-impact digital experiences. I bring the capability to manage digital platforms end-to-end, lead the teams and projects that support them, and drive the traffic and performance that ensure long-term success.

Core Skills

Website Management & Web Design

- CMS Platforms:
  - SiteCore
  - WordPress
  - Drupal
  - Yext
  - Umbraco
- UX & Optimisation:
  - A/B Testing
  - Wireframing & Prototyping
  - UI Design
  - Usability Testing
- Front-End Skills:
  - HTML
  - CSS
  - JavaScript
- Content & Maintenance:
  - Copywriting
  - Proofreading
- Hosting & Admin:
  - Web Hosting & cPanel
  - Database Management

Project Management & Leadership

- Methodologies:
  - Agile/Lean Methodologies
- Workflow tools
  - Jira
  - Scrum & Kanban Boards
- Stakeholder Management
  - Communication
  - Vendor Coordination
- Team Leadership
  - Cross-Functional Collaboration
  - Task Delegation
- Planning & Execution
  - Timeline Management
  - Deliverables Tracking
- Reporting & Risk
  - Status Updates
  - Issue Resolution

Search Engine Optimisation & Digital Marketing

- Analytics and Insights:
  - Google Analytics
  - Google Search Console
  - Traffic Reports
  - Hotjar
- SEO Tools:
  - Conductor
  - Screaming Frog
  - Ahrefs
  - SEMRush
- On Page SEO:
  - Keyword Research
  - Meta Tags
  - Content Optimisation
- Technical SEO:
  - XML Sitemaps
  - Canonical Tags
  - Site Health Checks
  - Schema Markup
- Content & Campaigns:
  - Content Marketing
- Email Marketing

Relevant Experience

Digital Content Executive | *Motability Operations*   Feb 2024 – Present

- 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.
- Ensured high standards of content management with expertise in Sitecore, CMS, Photoshop, and HTML, providing technical troubleshooting and stakeholder management.

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

- 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.

- 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.

SEO Analyst | *Merkle UK (A Dentsu company)*　　　　　　　　　　　　　　　　Sept 2022 – Mar 2023
- Updated schema and structured data across various client websites, ensuring proper technical SEO practices.
- Analysed website analytics and metrics using tools like Google Analytics and Google Search Console to drive data-driven decisions.
- Advised clients on the implementation of SEO recommendations and provided guidance for improving site health, including XML sitemaps and canonical tags.
- Collaborated closely with developers to ensure websites are optimised and in the best possible state, including conducting site health checks.
- Conducted in-depth keyword research to identify high-impact opportunities and inform content strategies for key clients.

Web Designer and SEO | *CFone Communications*　　　　　　　　　　　　　　　　Jan 2020 – June 2022
- Produced custom web pages and applications on restrictive deadlines.
- Helped many businesses' online presence grow during the pandemic.
- Collaborated with clients to define digital goals and translated them into effective, SEO-friendly web designs.
- Ensured responsive design and cross-browser compatibility across all custom builds.
- Supported CMS migrations and trained small businesses to manage their own content.

Technology Guide | *Penfold Court Senior Home*　　　　　　　　　　　　　　　　Sept 2016 – Jan 2018
- Built confidence among elderly users in navigating online tools, emails, and video calls.
- Created simple how-to guides to support independent learning.
- Developed strong interpersonal and teaching skills through patient, one-on-one support.

Education

BSc (Hons) Computer Science - Goldsmiths, University of London | 2:1 (68%)
- Dissertation topic: CiteMe: An app to track and debunk misinformation online