

Tojin Thomas

SEO executive Profile

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<https://tojinthomas.com/> • Portfolio Website
[LinkedIn URL](#) • London, UK

Highly motivated and eager to launch a career in SEO, I possess a strong foundation in digital marketing principles. I've actively pursued knowledge through self-study, gaining a working understanding of essential tools like Google Search Console (GSC) and GA4. Furthermore, I've delved into technical SEO by conducting website audits using Screaming Frog and SE ranking. A fast learner committed to continuous improvement, I'm eager to contribute my skills and enthusiasm to a company seeking a SEO professional. Portfolio Website: <https://tojinthomas.com/>

Professional Development

Independent Freelancer:

- Performed thorough technical audits using Screaming Frog and developed skills in effectively presenting the findings to clients.
- Conducted GAP Analysis to address on-page elements of the website.
- Learned strategies for optimizing PDP and PLP pages on ecommerce websites.
- Expanding website architecture through category expansion.
- Developed crafting comprehensive monthly performance reports including calculating non-brand traffic.
- Acquired proficiency in identifying bulk crosslinking opportunities.

Blue Array Academy – Technical SEO Certification, Wix Academy

LinkedIn Courses – Technical Seo, advanced Seo: search factors, advanced Seo: developing an Seo friendly website, Competitive analysis and Seo foundations.

Udemy course – The complete SEO course from Beginner to Professional 2023

JPMorgan Chase & Co. Agile Job Simulation on Forage - September 2023

2022-23 Completed extensive six-month job ready Google Data Analytics career certificate training. Received completion certificate from Google.

Professional Experience

Masala Zone, Covent Garden, 48 Floral St, London
Bartender & Waiter

2022 – Present

Conduct weekly alcohol and beverage inventory control procedures to avoid shortage of items and restock supplies. Collaborate with teams, colleagues, and superiors to streamline communication. Create and promote collaborative environment to ensure smooth flow of operations. Maintain cleanliness and hygiene in dining and bar areas, including tables, counters, and utensils.

- Boosted business productivity and optimised customer satisfaction by demonstrating exceptional performance.
- Identified/resolved complex issues and addressed client concerns by providing top-notch solutions.
- Successfully managed and executed 1000 covers during a period of understaffing, showcasing exceptional multitasking and productivity.

Technical Proficiencies

Screaming Frog | SE Ranking | Google Search Console | Google Analytics | Site Bulb | Web Page Test | Content King | SQL | Tableau | R programming | Microsoft Office Suite

Education

Master of Science in Supply Chain Management, 2023
Anglia Ruskin University, Cambridge, UK

Modules included sustainable supply chain management and practices
Dissertation title (Enhancing UK Agri-Food Supply Chains with Technologies)

Bachelor of Business Administration, 2021

NI University, Kanyakumari, India

Modules included marketing management

Dissertation title (To know the Effectiveness of H R Management at KSCDC LTD)

Languages

Hindi, Tamil, & Malayalam