

Baisil Boban | Web Designer | SEO Specialist

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Professional Experience

Freelancer – Web Designer & SEO Specialist January 2015 – Present | Remote

- Devised innovative digital marketing tactics alongside precise keyword research, helping establish robust online presences for over 50 businesses while driving conversion metrics upward through effective audience targeting techniques.
- Achieved an impressive 30% boost in average client interaction rates by implementing tailored web solutions that attracted more frequent visitor return, resulting in heightened brand loyalty among diverse business sectors.
- Reduced client acquisition expenses by 20% through refined audience targeting on social media and effective on-page SEO adjustments.
- Executed content strategies combined with advanced Backlinks techniques to propel client websites into the coveted top 5 of relevant Google searches; expanded online reach while elevating domain authority markedly.
- Designed responsive landing pages using custom-built plugins that enhanced site performance; achieved an increase in page load speed by 40%, resulting in improved visitor experience across all devices.
- Designed and developed custom WordPress themes that improved the user experience for five client websites, resulting in a notable increase in site engagement measured by an average of 1.5 minutes more time spent on each page.

Harris & Co Academy Dubai – Web Development & SEO Mentor December 2024 – Present |Part-time

- Developed and delivered engaging workshops on web design principles and SEO best practices, empowering students to create effective online presences.
- Mentored students in implementing SEO techniques, achieving an impressive average increase of 20% in organic traffic across project websites; facilitated hands-on workshops to solidify understanding and application of best practices.
- Fostered a collaborative learning environment, encouraging students to share innovative ideas and collaborate on real-world web development projects, focusing on HTML, CSS, JavaScript, and WordPress.

Tijus Academy – Web Developer & SEO Consultant January 2023 – August 2024 | Remote

- Directed web design and maintenance to enhance user experience, resulting in a 25% boost in engagement.
- Amplified user engagement by 25% through web design and customer journey integrations.
- Crafted strategic enhancements for digital advertising campaigns on Google Ads and social media channels, resulting in an impressive 15% surge in conversion rates which surpassed client expectations alongside driving higher revenue streams.
- Streamlined sales process, reducing manual tasks by 30% with VOIP services and HubSpot automation.

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BWorld Digital – Google Ads & SEO Consultant January 2021 – January 2023 | Remote

- Boosted organic search visibility by 40% for Digital University Kerala via targeted SEO and Google Ads.
- Improved ad click-through rates by **20%** and reduced bounce rates by **15%** through content and keyword optimization.

Forwardkite Technologies – SEO Consultant June 2019 - December 2022 | Remote

- Directed SEO efforts to improve keyword rankings, generating **35% more organic traffic**.
- Restructured site architecture, leading to a 20% faster load time and elevated user engagement.
- Increased team productivity by 10% by implementing streamlined SEO processes and monitoring tools.

Hello Brand – Junior Digital Marketer March 2018 – September 2019 | Kochi, India

- Increased lead generation by 25% through SEO and ad strategies for high-ticket clients.
- Captured 5 premium client accounts utilizing data-driven social media strategies and effective email outreach; this initiative led to an impressive growth of about 15% in net revenue over one fiscal quarter.

Education

- Samundra Institute of Maritime Studies (Bsc Nautical Science - 2011 to 2015)

Skills

- **Technical Skills:** HTML, CSS, JavaScript, WordPress, Technical SEO, HubSpot, ZOHO
- **SEO & Analytics:** SEMrush, Ahrefs, Screaming Frog, Google Analytics, MOZ
- **Design Tools:** Adobe XD, Adobe Illustrator, Figma

Volunteer & Projects

Ilovealleppey.in : Implemented targeted keyword research and Backlinks acquisition initiatives, resulting in a remarkable 30% boost in user interactions; improved overall site visibility and established a stronger online presence for Alleppey.