

Sarah Deakin

Growth Engineer

EXPERIENCE

TodayTix Group New York City, US March 2023 - Present

Technical SEO Manager (NY and NorAm)

- Lead SEO strategy and application in New York and North America, specializing in Technical SEO.
- Automated our SEO QA process by writing scripts that ran in CircleCI, reducing our QA time drastically and allowed for all monorepo shipments to maintain SEO standard.
- Created dashboards to track our own Site Health metrics, which automatically ran and generated to-do lists for the team.
- Wrote Python scripts to automate a large part of our workflow, allowing time to focus on strategy and action.

Catch Benefits New York City, US May 2021 - February 2023

SEO, Website Developer, and CX Lead

- Increased Open Enrollment enrollees by 263.86% from the previous year.
- Improved User Growth through organic traffic increase, web UX and content
- Wrote and deployed code directly to fix high priority user bugs
- Developed a React based blog of dedicated content to further drive organic traffic
- Optimized website performance to increase Lighthouse scores to from 66 to 91 for Performance and from 82 to 100 for SEO
- Introduced a system for defining highly localized keywords, which lead to estimated 3x in high intent inbound traffic.

Starling Bank London, UK October 2017 - April 2023

Web Developer

- Worked with my team in transitioning the website over to Gatsby, rapidly decreasing our page load time
- Built a bank account verification API and UI that ranked on page 1 for a keyword that garnered 60k monthly searches
- Responsible for training digital marketing colleagues to successfully implement tech changes, and giving them an understanding of Git and AWS. I created a bash script to further automate the process

Web Content Developer

- Worked directly with the web team, contributing to the codebase, locating performance bottlenecks, and building components
- Increased organic session duration by 4.91%

SEO Executive

- Increased organic users by 110%, organic new users by 112.28%, new sessions by 107.15%, our ranking for 'best business bank account' to page 1, making us the only bank to rank organically amongst all the comparison websites

Marketing (Events) and Customer Service

- Managed the organization of events from conception to completion, managing staff, both from Starling and external agencies
- Designed and executed a plan to decrease cost per event by 50%
- Controlled our social media, worked with all aspects of the company to resolve conflicts and handled incidents.
- Helped facilitate the launch of business accounts

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Industry Knowledge

Front End Development

Growth Engineering

Technical SEO

Product Design

Financial Services

Customer Experience

Content Creation

Tools & Technologies

Python, Javascript, React,

React Native, HTML, CSS,

Firebase, GraphQL, AWS, Git,

Gatsby, G4A, Google Search

Console, SEMRush, Ahrefs,

Kochava, Figma

EDUCATION

University of Southampton

BA Archaeology

2012 - 2015,

Southampton, UK