

# SANVEER SINGH

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## PROFILE

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A motivated frontend developer with 2 years of experience looking to transition into a Data Analyst role. Proficient in SQL, Excel, and Tableau, with a focus on delivering actionable insights through data visualisation and reporting. Passionate about using data to drive impactful decisions and optimise performance.

## EDUCATION

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### DE MONTFORT UNIVERSITY

Computer Science BSc (Hon)

Grade: 2:1

Leicester

2015-2020

## EXPERIENCE

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### REKALL CONSULTING

Birmingham

Wordpress Developer

Oct 2022 – Feb 2024

- Led a complete website revamp, improving design, functionality, and user experience using WordPress, resulting in a 25% increase in user retention and a more modern, responsive site.
- Optimised website speed and performance, reducing average load times by 40%, which improved overall user engagement.
- Utilised and customised WordPress plugins to enhance site functionality ensuring a seamless user experience.
- Improved conversion rates by 20% through strategic website improvements, including better navigation, optimised calls-to-action, and enhanced mobile responsiveness.

Digital Marketing Manager

Oct 2022 – Feb 2024

- Managed and optimised LinkedIn presence, increasing followers by 300% within 6 months through posts and engagement.
- Designed and executed digital marketing campaigns, achieving a 30% increase in lead generation and an improvement in brand awareness, as measured by website traffic and social media reach.
- Analysed metrics to optimise performance and drive continuous improvement in engagement and conversions.

### KHALSA LEARNING HUB

Remote

Web Design Intern

Aug 2021 – Oct 2021

- Analysed client briefs and inquired about their business/user objectives.
- Developed designs to help the client understand the desired user experience: flows, wireframes and prototypes.
- Researched competitor websites to evaluate their strengths and weaknesses and to understand the common design principles.

## TECHNICAL SKILLS

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**Languages:** SQL, Python, HTML, CSS, JavaScript, C#

**Frameworks:** React, Bootstrap, Semantic UI

**CMS:** Wordpress, Webflow, Squarespace, Framer

**Tools:** Git, VS Code, Figma, Adobe Photoshop, Adobe After Effects, Semrush, Canva, Microsoft Excel, Tableau

## ADDITIONAL

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**Spoken Languages:** English, Punjabi and Hindi

**Certifications & Training:** Purple Beard frontend bootcamp, SEO Training, Digital Marketing Training

**Interests:** Football, travelling, puzzles, coding