



SUMMARY

Software developer transitioning into SEO, with a technical background and a strong interest in how websites perform in search. My experience with web development gives me a solid understanding of website structure, technical performance, and user experience. I'm now applying that knowledge to SEO, AEO, and GEO, with a hands-on approach to learning, analysing data, and improving organic visibility.

EDUCATION

Advanced Diploma of Marketing & Communication

Australian Pacific College, 2019

SKILLS

SEO & Analytics

- Technical SEO
- Keyword research
- On-page SEO
- Google Search Console & GA4
- Data Analysis & Problem Solving

Web Development

- HTML, CSS, JavaScript & Typescript
- React, Next.js, Svelte & SvelteKit
- Node.js & Express

Professional Skills

- Attention to detail
- Client & Project management
- Analytical thinking

REFERENCES +

- References will be made available upon request.
- Further professional experience details can be provided upon request

PROFESSIONAL EXPERIENCE

Owner & Operations Manager

Mio | 02/2025 - 09/2026

- Managed day-to-day operations across Sydney, coordinating scheduling, contractors, client requirements and job completion across multiple jobs.
- Developed and managed operational standards, recruiting and training team members while maintaining consistent service quality.
- Managed the full client lifecycle, from initial consultation and quoting through to service delivery, ensuring work was completed to agreed requirements and expectations.

Front-End Software Developer

Archa | 11/2023 - 12/2024

- Became proficient working with modern tech stack including React, Next.js and Typescript.
- Optimised application performance through refactoring React components and reducing the number of API calls, improving certain page load times by 40%.
- Took ownership in developing key product features, including implementing advanced transaction filtering, creating intuitive UI for displaying database information, and developing export functionality for downloading transaction data in PDF and CSV formats.
- Maintained comprehensive project documentation improving team efficiency and onboarding processes, keeping things neat and organised.

Tradesman Contractor

Contractor | 08/2015 - 11/2023

- Managed diverse projects with a client-focused approach, proactively engaged in discussion with clients to align deliverables with needs and project scope