

DEBORAH SYLVANUS

SEO Specialist | Technical SEO | Keyword Research | Website Optimization

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PROFESSIONAL SUMMARY

SEO and Digital Marketing Strategist with 5 years of experience in website optimization, keyword research, on-page SEO, content optimization, WordPress website management, and search performance monitoring. Skilled in using Google Search Console, Google Analytics, and SEO best practices to improve website visibility and organic growth. Experienced in supporting e-commerce and service-based businesses through SEO, content marketing, and digital marketing initiatives. Passionate about helping businesses improve their online visibility and attract the right audience through search.

CORE SKILLS

- Search Engine Optimization
- Technical SEO
- On-Page SEO
- Keyword Research
- SEO Audits
- Customer Relationship Management (CRM)
- Content Strategy
- Schema Markup
- Website Analytics & Reporting
- Content Optimization
- Local SEO
- Team Collaboration
- Problem Solving
- Email Marketing
- Website Optimization
- Link Building & Backlink Analysis
- E-commerce SEO
- WordPress Website Management

PROFESSIONAL EXPERIENCE

SEO & Digital Marketing Strategist, November 2024 – Present

ZenithKind

- Conduct keyword research and content optimization to improve organic visibility.
- Optimize product and category pages using SEO best practices.
- Monitor indexing, search performance, and website health using Google Search Console.
- Improve website structure, metadata, and on-page SEO elements.
- Manage WordPress and WooCommerce website content.
- Implement schema markup and SEO enhancements to support search visibility.

Brand Partner/Director, September 2018 – Present

Oriflame Sweden

- Build and maintain strong customer relationships through personalized product recommendations and after-sales support.
- Promote beauty, wellness and personal care products through both online and offline marketing activities.
- Develop marketing content to increase product awareness and customer engagement across digital platforms.
- Support customer acquisition and retention through consistent communication and follow-up.
- Train and mentor new brand partners on product knowledge, customer service and business development.
- Identify new business opportunities and build long-term customer relationships.

Digital Marketing & Growth Specialist Intern, January 2025 – December 2025

Zylag Technologies & Business Solutions Ltd

- Planned and implemented digital marketing activities to increase brand awareness and customer engagement.

- Managed SEO for the company website by carrying out keyword research, improving on-page content and monitoring search performance.
- Assisted with website management and content updates using WordPress.
- Monitored website performance using Google Analytics and Google Search Console to identify opportunities for improvement.
- Contributed to email marketing campaigns and customer communication.
- Worked with team members to support e-commerce growth and improve the online customer experience.
- Prepared basic marketing reports and shared insights to support business decisions.

Customer Service Representative, December 2019 – March 2022

Ecobank Nigeria Plc

- Assisted customers with account enquiries, transactions and banking services while maintaining a high standard of customer service.
- Resolved customer complaints and enquiries promptly, ensuring a positive customer experience.
- Guided customers on banking products and services based on their needs.
- Maintained accurate customer records and handled transactions in line with the bank's policies and procedures.
- Worked closely with colleagues to achieve service targets and improve customer satisfaction.
- Built strong communication, problem-solving and relationship management skills while working in a fast-paced environment.

PROFESSIONAL CERTIFICATIONS

- Digital Marketing Professional Certification, Hagital Consulting
- Google Analytics Certification, Udemy
- Professional Diploma in Website Development & Search Engine Optimization Certification, Digital Marketing Skill Institute
- Email Marketing Certification, Sapphire Learning Hub & Udemy
- IT Essentials & Spreadsheet Certification, Federal Polytechnic Oko

EDUCATION

Higher National Diploma (HND), Banking and Finance, Federal Polytechnic Oko, Anambra State, Nigeria

June 2018

Upper Credit (3.14)

KEY TOOLS

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| • Google Search Console | • SEMrush |
| • Google Analytics 4 (GA 4) | • Screaming Frog SEO Spider |
| • Google Tag Manager (GTM) | • WordPress |
| • Google Merchant Center | • WooCommerce |
| • Google Keyword Planner | • Elementor |
| • Ahref | • Rank Math SEO |
| • Microsoft Office Suite | • Canva |

LANGUAGES

- English

References available on request.