




BAISIL BOBAN


Web Designer & SEO Specialist

PROFILE


A sailor by education.
A designer by passion
pursuing web designing
for the past 7 years and i
love doing SEO got a
side Hustle to try out
the latest trends on seo
and web designing
checkout the portfolio
to know more


CONTACT ME

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 digitlnomad.in

 [digital.whoofey.com/portf
olio/](http://digital.whoofey.com/portfolio/)

➤ EXPERIENCE

FREELANCER

Started Working as a Freelancer for
Small Businesses - Jan 2015 - Dec 2022

My main work was managing social
media ads and on-page SEO for small
businesses at Kochi

HELLO BRAND

Worked for Hellobrand Advertising
agency for 1 year as a junior Digital
Marketer Jan 2018 - Dec 2019

Worked for several medium to high-
ticket clients during the time period

FORWARDKITE TECHNOLOGIES

Started Working as an SEO consultant
at Forward Kite Technologies 2019
-2022

I was working as a consultant who
manages the SEO Team at the company
25-30 Hrs Work Week

SKILLS

HTML, CSS, JS
Adobe XD,
Adobe Illustrator
On Page & Off Page SEO
Wordpress
Technical SEO

EDUCATION

Samudra Institute of
Maritime Studies
2011-2015

TOOLS USED

SEMRUSH
AHREFS
SCREAMING FROG
POSTAGA
MOZ
HUBSPOT
KNOWLARITY

MAIN KPI'S USED

KEYWORD RANKING
USER ENGAGEMENT
ORGANIC VISIBILITY

BWORLD DIGITAL

Google Ads & SEO Consultant, BWorld
Digital - 2021-2023

I was working as a consultant managing
Google ads & SEO for DUK (Digital
University Kerala)
25-30 Hrs Work Week

HAWALA VENTURES

SEO Consultant at Hawala Ventures -
2021-2022

I was working as a consultant who
Managed SEO
25-30 Hrs Work Week

DIGITAL WHOOFEY

Decided to brand my Freelance works
under a name called Digital Whoofey to
showcase the expertise I earn during
the past 5 years
July 13th 2020

Whoofey Digital website is created as a
Portfolio website to showcase my
works during the past years

VOLUNTEER EXPERIENCE

Whoofey

A Web 3.0 Concept that I am
researching on for the past 2 years
<https://whoofey.com>

I Love Alleppey
Travel & Directory Listing website
Integrated Travel Booking ,
Using mainly to understand the latest
trend in web Design and SEO

TIJUS ACADEMY

WEB DEVELOPER & SEO Consultant,
TIJUS ACADEMY - 2023- PRESENT

Currently Working at Tijus Academy as
Web developer and SEO Consultant

Tasks and responsibilities at current firm

- **Website Maintenance**
- **Web Design and Landing Page
Creation**
- **Customer Journey Integration**
- **Hubspot (Leading the Tech Side)**
- **Knowlarity(VOIP call service
Management)**
- **Sales Process Creation**
- **Customer Journey implementation**
- **Email Marketing**
- **Google Ads Monitoring**
- **Social Media ads Monitoring**
- **Planning PR Activities for the firm**
- **Content Planning and SEO
Maintenance**