

FARSHEEDA BANU



Office Administrator & SEO Executive

Contact

Address

Dubai, UAE

Phone

+971589817225

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farsheedasheikh@gmail.com

Skills

Strategic planning



Very Good

Expertise In Tally



Very Good

Data Entry



Very Good

Dependable and Responsible



Very Good

Teamwork and Collaboration



Very Good

Personable Office Administrator with 1 years of experience prioritizing multiple tasks requiring prompt solutions. Talented problem-solver managing workloads while greeting visitors, answering incoming phone calls and fulfilling staff members' requests. Professional and welcoming in creating upbeat work environment.

Work History

2020-09 -
2021-09

Office Administrator

Tri-Lead Associates, Kasaragod

- Supported office manager with proactive correspondence management, document coordination and customer relations.
- Evaluated office documentation to check accuracy and complete missing pieces, avoiding delays and maximizing team productivity.
- Coordinated communications, financial processing, registration, recordkeeping and other administrative functions.
- Facilitated office productivity, coordinating personnel schedules, quality assurance and procedural improvements.
- Interacted with customers by phone, email or in-person to provide information.
- Kept accounts and records current by actively pursuing error resolutions and independently correcting problems.
- Reported on daily office activities to help managers stay on top of dynamic conditions and make proactive decisions.

2019-10 -
2020-04

SEO Executive

Sarobal Soft Solutions, Kasaragod

- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.
- Researched content publications and worked closely with public relations staff to develop outreach campaigns.

Planning and Coordination

Very Good

Software

Tally

Very Good

MS Office, MS EXCEL, OFFICE 365

Very Good

Languages

English

Excellent

Hindi

Excellent

Urdu

Excellent

Malayalam

Excellent

- Monitored performance of clients' marketing strategies and statistics to identify areas of improvement.
- Analyzed and audited clients' websites to address performance issues.
- Completed keyword research to target clients based on keyword targeting.
- Created content strategies for digital media.

Education

2018-04 - 2020-03	MBA: Human Resources Management <i>ANNAMALAI UNIVERSITY - Chennai, India</i>
2013-04 - 2016-03	Bachelor of Commerce: Accounting <i>KANNUR UNIVERSITY - Kerala,India</i>
2011-04 - 2013-03	HIGHER SECONDARY: Commerce <i>HIGHER SECONDARY - Kasaragod, Kerala, India</i>

Additional Information

- PERSONAL DETAILS**
- o Date of Birth : 04/07/1995
 - o Gender : Female
 - o Nationality : Indian
 - o Marital Status : Married
 - o Visa Status : Visit Visa