

ОСНОВНЫЕ НАВЫКИ

Strapi.js
Search Engine Optimization
Manager
SEO Copywriting

Languages

Русский (Native or Bilingual)
English (Professional Working)
Украинский (Native or Bilingual)

Certifications

Smart Leader

SEO Manager

Общие сведения

Digital marketing specialist with extensive experience in SEO (Back Hat, White Hat).

I have worked as a senior SEO consultant / Head of SEO (Digital marketing strategy development, competitors research, etc.) in gambling (online casino), betting, travel (booking), crypto niches for US, UK, CA, AU, EU, CIS regions.

Опыт работы

CEX.IO

SEO Manager

октябрь 2020 - Present (3 года 11 месяцев)

- SEO strategy developing;
- Competitors, niche & market research;
- Keyword research;
- Backlink strategy;
- Budget planning;
- Working with developers, content writers, agencies and web designers;
- Technical audits;
- Working with SEO tools: Ahrefs, Semrush, Majestic, Screaming Frog, PublicWWW, Xenu, Sitechecker;
- Working with basic analytics tools: Google Analytics, Google Search Console, Hotjar;
- On-page and off-page SEO;
- Youtube organic optimization;
- ASO research and APP optimization (App Store & Google Play);
- Content management (Strapi, Wordpress).

Boosta

SEO Team Lead

ноябрь 2017 - октябрь 2020 (3 года)

- Planning and launching projects from scratch;

- Executive search and interviewing of SEO team members;
- SEO team building;
- SEO strategy developing;
- Budget planning;
- Providing the team with backlinks and content resources;
- Working with developers and web designers;
- Technical audits;
- Working with SEO tools: Ahrefs, Semrush, Majestic, Screaming Frog, PublicWWW, Xenu, Sitechecker;
- Working with basic analytics tools: Google Analytics, Google Search Console, Hotjar;
- On-page and off-page SEO;
- Working with WordPress, Joomla, Drupal, MODx.

Freez.es

SEO Specialist

июль 2017 - ноябрь 2017 (5 месяцев)

Испания

- Planning and launching project from scratch;
- Niche and market research / competitors research by region;
- SEO team organization;
- SEO resources searching (links, content, freelancers);
- SEO strategy developing (content, baklinks, structure);
- Budget planning;
- On-page and off-page SEO;
- Working with MODx and WordPress CMS;
- Collaboration with development and web-design team;
- Working with basic analytics tools: Google Analytics, Google Search Console, Hotjar;
- Working with PBN link building.

TemplateMonster.com

SEO Specialist

сентябрь 2016 - август 2017 (1 год)

Киев

- On-page & Off-page Local SEO (ES, DE, FR, TR, SE);
- Collaboration with development and content writing team;
- Technical SEO audit;
- Keyword research for local versions;
- Link building activities and strategy;

- Search Engine Optimization management of external resources.

SeoProfy

Link builder

октябрь 2015 - сентябрь 2016 (1 год)

Киев

- White hat link building;
- Working with a link mass;
- Preparation of project reports. Data analysis;
- Working with Ahrefs, SimilarWeb and other SEO analytic tools;
- Manual search for thematic platforms for the placement of links;
- Worked with link exchange websites searching for suitable ones, according to the given standards.

Hexa

Junior SEO (traineeship)

август 2015 - октябрь 2015 (3 месяца)

Киев

- Searching links, increase link profile of the company;
- Correspondence with the owners (web masters) of the Internet resources;
- Work on the projects aimed at US, UK, EU.

Образование

Kyiv National Taras Shevchenko University

Specialist degree · (2013 - 2014)

Kyiv National Taras Shevchenko University

Bachelor's degree · (2009 - 2013)

English Prime
