



👤 37 ani
♂ Masculin
📍 Chișinău

in

TOP Competențe

- **Lead generation** · 1 an

Preferințe

- Full-time
- În locația angajatorului
- Hibrid (Oficiu/Acasă)
- Remote

Limbi

- **Română** · Nu cunosc
- **Rusă** · Fluent
- **Engleză** · Elementar

Permis de conducere

Categoria: B

Datele de contact sunt contra cost. Detalii aici: <https://www.rabota.md/ro/prices/cv>

SEO Manager

Despre mine

Digital Marketing Manager with SEO experience since 2009. Web Analytics experience since 2009. PPC experience since 2012. I get the maximum pleasure from work where a specific result is needed and it doesn't matter how it will be achieved.

- Google Ads
- Google Analytics
- Google Tag Manager
- Google Sheets
- Google Docs
- Google PageSpeed Insights
- Meta Ads
- Yandex Direct
- Yandex Metrika
- Paint.NET
- Serpstat
- Ahrefs
- Xrumer
- Netpeak Spider
- Screaming Frog
- Calculator :)

Experiența profesională

Head of Digital Marketing · ForceWind · Chișinău
Octombrie 2024 - Decembrie 2024 · 3 luni

Competențe: Lead generation

Digital Marketing Manager · Consumer Attorneys PLC · Chișinău

Februarie 2023 - August 2024 · 1 an 7 luni

The largest legal company specializing in resolving consumer report issues in the USA. Languages: English and Spanish. While working as an SEO Manager / Digital Marketing Manager, I performed the following tasks:

- Website audits.
- Competitor analysis.

- Web analytics with GA3-GA4, Yandex Metrika (Webvisor).
- Setting up conversions in GA4 using Google Tag Manager.
- Creating briefs for programmers to improve the website.
- Creating briefs for designers to create images.
- Editing texts, meta tags, alt tags, H1-H2 tags.
- Converting existing website images to WebP format.
- Internal linking.
- Link Building: Analyzing competitors' backlink profiles and identifying platforms for link placements (Ahrefs).
- Recovering domains from a web archive and creating a PBN.
- Copywriting: Creating articles using AI.
- HR: Analyzing candidate CVs and conducting interviews.
- Content management: Formatting and publishing articles on the website.
- Creating and publishing YouTube videos.
- Creating landing pages for advertising.
- Finding ways to improve the website.
- Analysis of changes in search engines.

Competențe: Lead generation

Digital Marketing Manager · IM INCASO SRL · Chișinău

Octombrie 2022 - Ianuarie 2023 · 4 luni

The largest collection agency in Moldova. As part of the marketing department, I worked as an SEO, PPC, and Digital Marketing Manager, focusing on improving the efficiency of financial companies (Incaso, Infobiz, Infodebit), factoring (Axioma), loans (Gincredit), and a private clinic (Harper). Additionally, I had short-term projects for a construction company (Ekeconstruct) and an online furniture store. Region: Moldova. Languages: Russian, Romanian, English.

SEO work performed:

- Website audits.
- Competitor analysis.
- Finding ways to improve websites.
- Developing a new design layout for Infobiz.
- Web analytics with GA3-GA4 and Hotjar.
- Keyword research and segmentation.
- Creating briefs for fixing technical website issues.
- Creating briefs for creating new content and translating existing pages.
- Meta tag optimization and creating templates for meta tags.
- Internal linking.
- Monthly detailed reporting, identifying problematic areas, suggesting improvements, and identifying growth opportunities.

PPC work performed in Google Ads:

- Setting up management account.
- Connecting existing accounts.
- Creating new accounts.
- Creating new campaigns, ad groups, and ads.

- Analyzing campaign performance (costs, CTR, conversions).
- Creating graphic, responsive, and remarketing ads independently and with a designer.
- Keyword and negative keyword management.
- Finding ways to increase campaign effectiveness.
- Optimizing campaigns based on time, regions, profitable groups/interests, devices, audiences, age, gender, etc.
- Setting up and integrating conversions in GA4, Tag Manager, and importing them into advertising.
- Finding new keywords and directions for advertising existing services and products.

Many of these tasks were performed by me as a Marketing Manager, requiring in-depth analytics and creating comprehensive work plans where SEO and PPC were just parts of the overall strategy. I simultaneously managed 5 SEO projects and 2-3 PPC Google Ads projects.

SEO & PPC · «Free», free.md · Chişinău

August 2022 - Octombrie 2022 · 2 luni

My first job in Moldova. I worked on SEO optimization and contextual advertising in Google Ads for the Moldovan and Romanian markets in Russian and Romanian languages.

SEO work performed:

- Website audits.
- Keyword research for promotion or working with existing keywords.
- Identifying and fixing errors.
- Identifying growth opportunities.
- Creating additional pages.
- Internal linking.
- Developing briefs for creating SEO content for promoted pages (finding remote copywriters for Russian and Romanian texts).
- Meta tag optimization, H1 tags, and keyword optimization in the text.
- Creating/changing URL structure for different languages.
- Website analytics and performance analysis.
- Setting up WP plugins.
- Website migration to a different hosting.
- SSL implementation for domains.
- Restoring access to the website through MySQL with a lost password.

PPC work performed in Google Ads:

- Analysis of campaign performance (costs, CTR, conversions).
- Creating new campaigns, ad groups, and ads.
- Creating graphic, responsive, and remarketing ads for various CMS.
- Keyword and negative keyword management.
- Finding ways to improve campaign effectiveness.
- Optimizing campaigns based on time, regions, profitable groups/interests, devices, audiences, age, gender, etc.
- Setting up and integrating conversions in GA4, Tag Manager,

and importing them into advertising.

- Finding new keywords and directions for advertising existing services and products.

Simultaneously, I managed 5 SEO projects and 6 Google Ads PPC projects.

Video Producer · YouTube · Odessa

Noiembrie 2020 - Iulie 2022 · 1 an 8 luni

The largest video hosting platform in the world. At some point, I decided it was time to start making my own videos. It was something new and exciting for me. I created a channel about computer games. I uploaded a few initial videos, and when views, comments, likes, dislikes, and feedback started appearing, I realized that it was helpful and interesting to other people.

I have the following skills:

- Analyzing queries and their competition using vidIQ and other services.
- Searching for popular topics for my channel.
- Creating a script.
- Recording material.
- Editing videos according to the plan.
- Voiceover for videos.
- Crafting engaging titles.
- Creating video descriptions with keywords.
- Developing images/thumbnails for videos.
- Analyzing performance metrics (impressions, clicks, views, likes).
- Making adjustments to improve effectiveness.
- Setting up recommended videos at the end of each video.

Results: From 0 subscribers and 0 videos to 637 videos and 11500 subscribers

Sales Manager · Rozetka.ua · Odessa

Aprilie 2020 - Octombrie 2020 · 6 luni

The largest online store in Ukraine. Completed training to launch a store on the Rozetka marketplace. I registered as self-employed and opened a store on Rozetka and Prom.ua. I worked on the dropshipping model, selling small household appliances. Gained experience in the following:

- Analyzing the product niche.
- Finding suppliers.
- Selecting products for sale.
- Creating my own online store on Joomla and setting up XML price exports from it to marketplaces.
- Setting up Google Ads and Facebook ads for individual products.
- Working with product listings to improve their visibility in search engines and marketplace searches.
- Listing products on the Rozetka and Prom.ua websites. Manual

addition or price import (including images, titles, descriptions, keywords, specifications, etc.).

- Price analysis.
- Handling incoming inquiries/orders.
- Forwarding orders to the supplier.
- Monitoring order fulfillment.
- Resolving conflicts related to products or delivery deadlines.

Results: Stores on two marketplaces with 1-2 orders per day.

Digital Marketing Manager · «Norris», norris.com.ua · Odessa

Noiembrie 2016 - Mai 2020 · 3 ani 6 luni

Internet marketing agency. As an SEO, PPC, and Digital Marketing Manager, I performed a comprehensive range of tasks to improve websites efficiency on Google and Yandex search engines. The following results can be highlighted:

- Maintained two different construction company websites (Budova and Zelinski Group) in the top 10 on Google.
- Maintained two different companies producing PVC windows websites (Novikon and Wimarco) in the top 10 on Google.
- Reduced PPC click costs in Google Ads by parsing and setting up advertising based on the brands of all available hotels, resorts, boarding houses, etc.
- Transferred websites to rental links when better results were required within existing link budget and returned all projects to permanent links without any loss in positions when budgets were increased to purchase the entire Miralinks package.
- Brought a project back into the search engine visibility zone from which it had disappeared due to numerous content, site structure, design, etc. errors. Achieved top 10 rankings for certain queries solely through these corrections (Wimarco).

Brief list of SEO tasks:

- Analytics and audits of own websites and competitors.
- Identifying ways to improve websites.
- Optimization of technical components and content.
- Creating specifications for programmers to modify/improve websites.
- Link building using permanent links, articles, rental links, directories, and various platforms for self-placement or through outsourcing specialists.
- Collaborating with 20+ copywriters on a content exchange platform to create articles for promoted websites and articles with links for placement on other sites.
- Reporting and analysis of changes on Google and Yandex.

Brief list of PPC tasks on Google Ads and Yandex:

- Creating new accounts, campaigns, groups, and ads.
- Optimizing campaigns based on analytics, call tracking, and leads.

Simultaneously managed 5-7 SEO projects and 5 projects in PPC on Google-Yandex.

SEO \ SERM Manager · «On Clinic» Odessa, onclinic.ua · Odessa

Ianuarie 2015 - Octombrie 2015 · 9 luni

International clinic. I transitioned to working in the office after a long-term collaboration on a reputation management contract since 2013. The main job was related to content development for a group of websites targeting various regions in Russia, where "Medical On Group" established their branches and launched separate websites. I also worked on some analytics for the main project in Ukraine.

Head of Digital Marketing · Self-Employed · Odessa

Septembrie 2012 - Decembrie 2014 · 2 ani 3 luni

I tried starting a business because there were promising projects, and I was receiving inquiries from my website as well as through referrals. I took care of all the necessary paperwork, rented an office, and I as head of marketing hired 4-5 people (developer, SEO assistant, copywriter, sales manager). The main idea was to offer a refund guarantee for the volume of results not achieved within a specified timeframe. Here are some of the most interesting and successful projects:

- Private dental clinic (Hellas Dental). Geo: Ukraine, Odessa. High rankings for a group of queries on Google.
- Clinic specializing in unique spinal treatment methods. Geo: Germany. Top 10 for a large group of queries in German, including general queries like "Wirbelsäule" (spine).
- Tower crane rental (Rentakran). Geo: Ukraine. Top 10 and higher for most queries on Google.
- Wedding salon (Magic White). Geo: Odessa. Top 10 and higher for most queries on Google.
- Team building company (Performia). Reputation management (SERM). Geo: Ukraine. Pushing sites with negative reviews out of the top 10 search results on Google with other sites having positive reviews :)
- Real estate developer (NDA). Geo: Moscow. Pushing sites with negative reviews out of the top 10 search results on Yandex and Google with other sites having positive reviews :)
- Credit market (CreditGid). Lead generation using the VK social network.
- Scooter online store (KaitongMotor). Geo: Odessa. Top 10 and higher for most queries on Google.

Other work included:

- Advertising and promotion of communities on the VK social network.
- PPC advertising on Google and Yandex.
- Link Building: rental links, guest posts, articles, free links, social bookmarks, and various spam techniques.
- Content creation for websites, online stores, and social media communities.
- Website creation, online store development, and redesign of existing websites.
- Creation of PBNs (Private Blog Networks), satellites, and informational websites.

SEO Manager · "Heads", heads.com.ua, Odessa · Odessa

August 2011 - August 2012 · 1 an 1 lună

Having gained experience and several projects in my portfolio, I got a job as an SEO Manager at an agency. My responsibilities included:

- Conducting website audits.
- Evaluating competition.
- Analyzing competitors' backlinks using CS Yazzle.
- Forecasting the budget for ranking a list of keywords in the top 10 or higher.
- Performing technical optimization both independently and with the help of the development department.
- Creating technical specifications for SEO texts.
- Optimizing meta tags, H1-H6, alt tags, and strong tags.
- Working with URL structure (clean URLs) and redirects.
- Internal linking and navigation link modifications.
- Registering websites in directories using Allsubmitter.
- Submitting websites to social bookmarking sites using Bposter and Sapient Social Submitter.
- Purchasing rented links through Sape.
- Manually placing links on some resources for free.
- Monitoring keyword positions using SERP Parser.
- Tracking changes in Google & Yandex algorithms.
- Collaborating with programmers, designers within the company, and remote copywriters.

I simultaneously managed 5-6 projects, working full-time in the office and occasionally remotely.

SEO Manager · Freelance · Odessa

Septembrie 2009 - Septembrie 2011 · 2 ani 1 lună

When I was studying at university, during my fourth year, I wanted to create something interesting and accessible to everyone on the internet. It had to be a website, but I wasn't sure what kind exactly. After some time, I decided that since I, as a computer enthusiast, often needed certain software that had to be searched for, why not create a website with that software?

I read a book on creating interactive websites (I don't remember the exact title or author). Then I registered my first domain, got hosting, and created a website using the DLE CMS with special software. I had a few pages, and I liked the idea and its implementation, so I decided to expand the number of categories and pages with various computer programs.

It was interesting until I added Liveinternet analytics to the website, where, apart from my own visits and a few clicks from my classmate to whom I showed the website, there was no other activity. That's when I realized that I wanted other people to know about my website. It was beautiful and had a lot of useful content, but no one knew about it, and that needed to change.

In search of information on how to increase the website's popularity, I learned about an SEO forum where people write a lot of interesting things and offer various services. A friend of mine recommended Igor Ashmanov's book "Optimization and Promotion of Websites in Search Engines," which changed my world :)

After implementing the acquired skills, on-page SEO, and working on increasing the site's link mass, the website started receiving around 4,000 to 5,000 visitors per day. A group of trusted authors was working and posting content on the site.

In 2010, upon learning about my website creation skills, one of my acquaintances asked me to create and promote an online store for household appliances. And that's what I did. My first "client" project was shop-life.org. I have completed the tasks from domain registration to achieving high positions in search engines.

Domeniul dorit

- Marketing / Publicitate / PR

Studii: Superioare

ИУНЦ ОНУ им. Мечникова

Absolvit în: 2010

Facultatea: Computer systems and networks

Specialitatea: Выпускник (специалист)

ОНПУ (бывш. ОГПУ, ОПИ)

Absolvit în: 2010

Facultatea: Institute of Computer Systems

Specialitatea: Выпускник (бакалавр)

Cursuri, training-uri

Internet Marketing Specialist

Absolvit în 2023

Organizator: WebPromoExperts

Targeted Advertising

Absolvit în 2024

Organizator: WebPromoExperts

SEO Pro

Absolvit în 2024

Organizator: WebPromoExperts

Head of Digital Marketing

Absolvit în 2024

Organizator: WebPromoExperts