AT

👤 31 ani
♂ Masculin
◎ Chișinău

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Preferințe

- Full-time

Limbi

- **Română** · Elementar
- **Rusă** · Fluent
- **Engleză** · Mediu

Digital Marketing Manager & SEO

Despre mine

Learning internet-marketing, analytic systems.

Google Ads Search Certification

https://skillshop.exceedlms.com/student/award/a5aasraPpNx1piv jMbygzY8P

Experiența profesională

SEO · Freelance

Aprilie 2014 - Prezent · 10 ani 6 luni

SEO продвижение сайтов в google.ru, yandex.ru, google.ro, google.com.ua.

Анализ конкурентов.

Построение стратегии продвижения сайта.

Сбор и кластеризация семантики.

Проектирование структуры сайта под семантику.

Технический аудит сайтов.

Создание технических заданий программистам.

ТЗ для копирайта.

Постраничная оптимизация.

Микроразметка страниц.

Ссылочный аудит и стратегия размещения ссылок.

Оптимизация страниц под поведенческие факторы.

Подключение и настройка Я.Вебмастер, Search Console, Google Tag Manager, Facebook Pixel, Google Analytics, Яндекс.Метрика.

Работа над авторитетностью бренда в интернете.

Работа с сервисами конкурентной разметки, софтом для кластеризации и технических аудитов.

Ведение и оптимизация поисковых, медийных кампаний в Google Ads.

Google Ads Search Certification https://skillshop.exceedlms.com/ student/award/a5aasraPpNx1pivjMbygzY8P

Создание сайтов на Wordpress.

Publicis Media Moldova · Performance Manager (SEO & PPC)

Martie 2019 - Septembrie 2022 · 3 ani 7 luni

Work on customer projects.
Competitors research
Traffic sources
Organic research
Backlinks analysis
Content analysis
Ads research
On-page Optimization
Deep keyword market research and analysis
Implementing SEO strategies for eCommerce websites
Creating technical specifications for pages to attract new traffic
Technical analysis of sites to improve the indexing and ranking of sites.
Usability audit to create layouts, improve current pages
Using white-hat on-page SEO techniques to produce high rankings for numerous keywords
Marketing activities to increase conversion rate
Performance reports using web analytics
Off-page Optimization
Creating a link building strategy to get quality inbound links from blogs, forums, and other relevant, content-specific sites
PPC & Display
Researching demand for our services
Competitor research
Creation and optimization of advertising campaigns in Google Ads to attract leads from search, display and Performance Max.
Creating audiences
Analysis of user behavior on the site using Google Analytics
Reporting on progress monthly
Creating a comprehensive SEO and PPC work plan.

SEO · Romstal.ru · Москва
Septembrie 2020 - Februarie 2021 · 6 luni

Training a company employee in On-page and Off-page Optimization:
Create meta tags
Creating SEO tasks for web developers
Competitor analysis
Search Engine Reputation Management
Keyword Market Research
Regular optimization of on-page content on various product pages

SEO & PPC · KERAM MARKET
Iulie 2018 - Februarie 2021 · 2 ani 8 luni

Working on a group of web projects KERAM MARKET

https://www.keram-market.ru
https://www.keramspb.ru
https://sanmall.ru/
https://san-lux.ru/
https://poly-katalog.ru/
https://oboi-katalog.ru/
https://business.artcer.ru
https://casamoderna.ru
https://www.keramekb.ru
https://www.keramkrasnodar.ru
https://www.keramnsk.ru
https://www.keramcrimea.ru
https://www.keramnn.ru
https://www.keramkazan.ru

On-page Optimization:

Implementing SEO strategies for large eCommerce websites with more than 150,000 products

Deep Keyword Market Research and Analysis

Creating pages to attract new traffic

Developing, optimizing, and delegating the creation of meta tags

Regular optimization of on-page content on various product pages

Working with the development team to analyze site code and provide recommendations based on SEO best practices

Usability audit to create layouts

Using white-hat on-page SEO techniques to produce high rankings for numerous keywords

Developing and delegating link-building

Marketing activities to increase conversion rate

Developing, generating, delegating, and interpreting periodic performance reports using web analytics

Search Engine Reputation Management and delegating to an assistant

Off-page Optimization:

Developing and delegating creating quality inbound links from blogs, forums, and other relevant, content-specific sites

Ordering (articles, press releases, etc.) to submit to various platforms/sites

Making appropriate comments on relevant, do-follow blog sites to procure backlinks

Generating and submitting product feeds to various shopping engines

Incorporating social media optimization to augment the traditional SEO activities

Developing and delegating link-building campaign

PPC

Creating and managing advertising campaigns in Yandex Direct, Yandex Maps.

SEO · Individual entrepreneur Ursulyak Vladimir

Anatolyevich · Москва
Decembrie 2019 - Decembrie 2019 · 1 lună

Technical audit of the site https://vsya-plitka.ru/ to improve indexing and ranking in search engines.

SEO & WordPress Website Builder · Indelit
Ianuarie 2017 - Decembrie 2018 · 1 an 11 luni

Created and promoted website https://indelit.md/
On-page Optimization:
Implementing SEO strategies for website
Deep Keyword Market Research and Analysis
Creating pages to attract new traffic
Developing and optimizing meta tags
Usability audit to create layouts
Using white-hat on-page SEO techniques to produce high rankings for keywords
Marketing activities to increase conversion rate
Developing, generating, and interpreting periodic performance reports using web analytics
Maintaining blog/news

SEO & Webmaster Engagement Manager · LEADS-TRADE
Februarie 2017 - Iulie 2018 · 1 an 5 luni

Working on a group of web projects.
On-page Optimization:
Adding credit and microfinance offers to websites
Developing and optimizing meta tags
Deep Keyword Market Research and Analysis
Creating and managing advertising campaigns in Yandex Direct
Webmaster Engagement:
Working in CPA network
Finding and engaging partners
Работа с Serpstat, KeyCollector, KeyAssort.

PPC · Lebedev Grup
Noiembrie 2017 - Noiembrie 2017 · 1 lună

Creating an advertising campaign in Google AdWords for the site https://dinamit.md/
Deep Keyword Market Research and Analysis

WordPress Website Builder · Car4rent
Decembrie 2016 - Decembrie 2016 · 1 lună

Created a website http://toprent.md/

SEO · Lebedev Grup
Octombrie 2016 - Octombrie 2016 · 1 lună

Technical site audit https://dinamit.md to improve indexing and ranking in search engines.

On-page Optimization

Implementing SEO strategies for website

Deep Keyword Market Research and Analysis

Developing and optimizing meta tags

Usability audit

Using white-hat on-page SEO techniques to produce high rankings for keywords

Marketing activities to increase conversion rate

Provided recommendations based on SEO best practices

Ordering articles to submit to various platforms/sites

SEO & Project coordinator · Banquet Hall
Iunie 2014 - Iulie 2015 · 1 an 1 lună

I was working on the banquet hall web project.

On-page Optimization:

Implementing SEO strategies

Deep Keyword Market Research and Analysis

Creating pages to attract new traffic

Developing and optimizing meta tags

Regular optimization of on-page content on various pages

Working with the development team to analyze site code and provide recommendations based on SEO best practices

Usability audit to create layouts

Using white-hat on-page SEO techniques to produce high rankings for numerous keywords

Developing and managing a link-building

Marketing activities to increase conversion rate

Developing, generating, and interpreting periodic performance reports using web analytics

Off-page Optimization:

Procuring quality inbound links from blogs, forums, and other relevant, content-specific sites

Ordering content (articles, press releases, etc.) to submit to various platforms/sites

Maintaining blog/news

Leveraging websites/platforms to publish content with links back to our sites

Incorporating social media optimization to augment the traditional SEO activities

SEO · Bam Auto
Septembrie 2014 - Iunie 2015 · 10 luni

On-page Optimization

Implementing SEO strategies

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EliteService · SEO
Aprilie 2014 - Aprilie 2015 · 1 an 1 lună

Working on a web project http://www.elitservice.md/

On-page Optimization:

Implementing SEO strategies

Deep Keyword Market Research and Analysis

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Off-page Optimization:

Incorporating social media optimization to augment the traditional SEO activities

Studii: Superioare

State University of Moldova

Absolvit în: 2016

Facultatea: Mathematics and Informatics

Specialitatea: Informatics

Cursuri, training-uri

Google Ads Search Certification

Organizator: Google