AT

👤 32 года
♂ Мужской
◎ Кишинев

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ТОП Навыки

- **Publicitate Socială** · *10 лет*
- **Paid Advertizing** · *10 лет*
- **Campanii Publicitare** · *10 лет*
- **Advertising Management** · *10 лет*
- **Seo** · *10 лет*
- **Publicitate Online** · *10 лет*

Пожелания

- Полный день
- Гибкий график
- Удалённо
- На территории работодателя
- Гибрид (Дом/Офис)

Языки

- **Румынский** · Средний
- **Русский** · Свободно владею
- **Английский** · Разговорный

Digital Marketing Specialist

Обо мне

Learning internet-marketing, analytic systems.

Опыт работы

SEO · Freelance · Кишинев
Апрель 2014 - Настоящее время · 10 лет 11 месяцев

- 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.

Создание сайтов на Wordpress.

Навыки: Seo, Optimizarea Motoarelor de Căutare, Moz, Lucrul în Echipă, Analiza Datelor, Performance-Based Advertising, Publicitate Online, Publicitate Socială, Paid Advertizing, Campanii Publicitare, Advertising Management

E-commerce Performance Manager · NDA Project (contract) · Кишинев

Сентябрь 2023 - Декабрь 2024 · 1 год 3 месяца

Work on company B2C project
Competitors research
Search engine optimization: On-page & Off-page
Creating a comprehensive SEO, PPC work plan.
Performance reports using web analytics.
Work with the development team
Setting up analytics systems
Creating Technical Specifications for Writing Texts.
Text generation
Technical marketing
Setting up custom data tracking in Google Tag Manager
Reworking the Email flows
Prototyping for website layout design

Навыки: Seo

Marketing Strategist (B2B, SaaS, SEO & Lead Gen) · Urchin Systems · Кишинев

Ноябрь 2022 - Август 2023 · 10 месяцев

Competitive Analysis
Conducted SEO, website design, LinkedIn marketing analysis of competitors and provided recommendations for improving copywriting, design and used the information to build a marketing strategy.
Prototyping and Design Process Oversight
Developed website prototypes for a new brand transitioning from OCR to RPA solutions. Responsible for the design process for a new RPA SaaS brand.
Content Marketing Strategy Management
Led the creation and implementation of a strategy to increase the visibility of OCR SaaS and RPA SaaS service pages and informational materials on OCR and RPA for the B2B market. Organized and coordinated all stages of the process, from technical specifications for copywriters to lead generation.
Led Onpage SEO optimization, including keyword research, meta tags, content structure, internal linking, and page speed improvements to boost organic traffic and search engine rankings.
Lead Generation Funnel Development and Implementation
Created and optimized a lead generation funnel to generate leads through LinkedIn ads. Developed technical specifications for content creation on the website within this funnel.
Coordinated the work of copywriter and designer in the development of a website for a new RPA SaaS brand.
Collaboration with Design and Sales Team
Worked with a designer to create engaging advertising banners and collaborated with Sales Managers to optimize the lead generation funnel and improve targeting efficiency.
Set up conversion tracking through Google Tag Manager. Implemented and configured remarketing and analytics tracking.
Gathered and analyzed user behavior data using Google

Analytics, Matomo, and Microsoft Clarity to support the Sales department in enhancing customer communication and improving funnel performance.

Ran the A/B testing process for LinkedIn ad materials and placements to increase CTR and lead generation performance.

Навыки: SEO, Optimizarea Motoarelor de Căutare, Moz, Lucrul în Echipă, Analiza Datelor, Advertising Management, Campanii Publicitare, Publicitate Online, Paid Advertizing, Publicitate Socială

Publicis Media Moldova · Performance Manager (SEO & PPC) · Кишинев
Март 2019 - Сентябрь 2022 · 3 года 7 месяцев

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.

Навыки: Seo, Optimizarea Motoarelor de Căutare, Moz, Lucrul în Echipă, Analiza Datelor, Advertising Management, Campanii Publicitare, Publicitate Online, Paid Advertizing, Performance-Based Advertising

SEO · Romstal.ru · Москва

Сентябрь 2020 - Февраль 2021 · 6 месяцев

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

Навыки: Seo, Optimizarea Motoarelor de Căutare, Moz, Ahrefs, Lucrul în Echipă, Analiza Datelor

SEO Director – KERAM MARKET Group of Web Projects · KERAM MARKET · Кишинев

Июль 2020 - Февраль 2021 · 8 месяцев

On-page Optimization:

- Developed and implemented SEO strategies for eCommerce websites with over 150,000 products.

Conducted deep keyword research and created high-traffic pages.

- Optimized meta tags and on-page content, delegating tasks to assistants for efficiency.

- Collaborated with developers to improve site code and SEO performance.

- Performed usability audits and suggested layout improvements to boost conversions.

- Applied white-hat SEO techniques to achieve high rankings for targeted keywords.

- Managed and delegated link-building initiatives, boosting domain authority.

- Produced and interpreted performance reports, delegating analytics tasks to team members.

- Directed Search Engine Reputation Management (SERM) strategies, delegating tasks for execution.

Off-page Optimization:

- Developed inbound link strategies, delegating backlink creation from blogs, forums, and relevant sites.

- Coordinated the production and submission of articles and press releases.

- Managed blog commenting on relevant platforms to secure backlinks.

- Generated and submitted product feeds to shopping engines.

- Integrated social media optimization to support SEO efforts.

PPC Management:

Created and optimized Yandex Direct and Yandex Maps campaigns.

In this role, I led a team of assistants, worked closely with editorial teams, and provided direction to developers, while ensuring successful project execution.

Навыки: Работа в Команде, Управление Командой

SEO & PPC – KERAM MARKET Group of Web Projects · KERAM MARKET · Кишинев
Июль 2018 - Февраль 2021 · 2 года 8 месяцев

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.

Навыки: Seo, Optimizarea Motoarelor de Căutare, Moz, Lucrul în
Echipă, Analiza Datelor, Campanii Publicitare, Advertising
Management, Publicitate Online, Paid Advertizing, Performance-
Based Advertising

SEO · Individual entrepreneur Ursulyak Vladimir Anatolyevich · Москва

Декабрь 2019 - Декабрь 2019 · 1 месяц

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

SEO & WordPress Website Builder · Indelit · Кишинев

Январь 2017 - Декабрь 2018 · 1 год 11 месяцев

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 · Кишинев

Февраль 2017 - Июль 2018 · 1 год 5 месяцев

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 · Lebedev Grup · Кишинев
Ноябрь 2017 - Ноябрь 2017 · 1 месяц

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

Навыки: Seo

WordPress Website Builder · Car4rent · Кишинев
Декабрь 2016 - Декабрь 2016 · 1 месяц

Created a website http://toprent.md/

SEO · Lebedev Grup · Кишинев
Октябрь 2016 - Октябрь 2016 · 1 месяц

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

Желаемая отрасль

- Маркетинг / Реклама / PR

Образование: Высшее

State University of Moldova
Год окончания: 2016
Факультет: Mathematics and Informatics
Специальность: Informatics

Курсы, тренинги

Google Ads Search Certification
Организатор: Google