



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

👤 32 ani
♂ Masculin
📍 Chișinău

in

TOP Competențe

- **Seo** · 3 ani
- **Paid Advertizing** · 3 ani

Preferințe

- Full-time

Limbi

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

Targetolog

Despre mine

Running
Learning new SEO strategies
Key Collector
SEO
Keyword Market Research
On-page Optimization
Off-page Optimization
HTML5
CSS
Flex, Float
Fundamentals of JavaScript
Gulp

Experiența profesională

SEO · Freelance

Aprilie 2014 - Prezent · 10 ani 11 luni

SEO продвижение румынских и русских запросов в google.md по Молдове.

- Создание сайтов
- Проектирование структуры сайта
- Создание технических заданий программистам
- Внутренняя оптимизация сайта
- Стратегии продвижения сайта
- Внешняя оптимизация сайта
- Оптимизация поведенческих факторов сайта
- Работа над авторитетностью бренда в интернете

E-commerce Performance Manager · NDA Project (contract)

Septembrie 2023 - Decembrie 2024 · 1 an 3 luni

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
Competențe: Paid Advertizing, Seo

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

Noiembrie 2022 - August 2023 · 10 luni

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.

Developed website prototypes for a new brand transitioning from OCR to RPA solutions. Responsible for the design process for a new RPA SaaS brand.

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.

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 copywriters and designers in the development of a website for a new RPA SaaS brand.

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.

Competențe: Paid Advertizing, Seo

Publicis Media Moldova · Performance Manager (SEO & PPC)

Martie 2021 - Septembrie 2022 · 1 an 7 luni

Performance reports using web analytics.

Paid Media & Campaign Management:

Managed and optimized performance marketing campaigns in Google Ads (Search, Display) to drive high ROAS and conversion rates.

Achieved a 250% ROAS in Google Search campaigns, exceeding media plan benchmarks for CTR, impressions, and clicks.

Executed A/B testing strategies to improve ad performance, messaging, and audience targeting.

Managed substantial advertising budgets, ensuring cost-effective allocation and performance-driven outcomes.

SEO & Website Optimization:

Conducted on-page and technical SEO audits, which increased organic traffic.

Developed keyword strategies and content recommendations to enhance visibility in search engines.

Collaborated with web developers to resolve technical SEO issues, improving site performance and indexing.

Data Analytics & Strategy:

Leveraged Google Analytics, Google Tag Manager, and Looker Studio to track campaign performance and user behavior.

Translated data insights into strategic recommendations, enhancing marketing effectiveness and ROI.

Created performance reports for clients, providing actionable insights and optimization strategies.

Industry Expertise & Clients:

Worked with brands across cosmetics (Viorica Cosmetics), consumer electronics (Samsung, mobile repair services), pet food (Nestlé Pet Food), and e-commerce (children's toys).

Developed and executed tailored digital strategies for each niche, addressing industry-specific challenges and opportunities.

Competențe: Paid Advertising, Seo

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

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

Domeniul dorit

- Marketing / Publicitate / PR

Studii: Superioare

State University of Moldova

Absolvit în: 2016

Facultatea: Mathematics and Informatics

Specialitatea: Informatics