



👤 32 года
♂ Мужской
📍 Кишинев



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

Контактные данные предоставляются за дополнительную плату. Подробности здесь: <https://www.rabota.md/ro/prices/cv>

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

Marketing Manager (SEO, PPC, Display, SMM, Technical marketing) · Urchin Systems · Кишинев

Ноябрь 2022 - Август 2023 · 10 месяцев

- Work on company B2B projects
- Competitors research
- Search engine optimization: On-page & Off-page
- Creating a comprehensive SEO, PPC and Display work plan.
- Performance reports using web analytics.
- Work with the development team
- Setting up analytics systems
- Creating Technical Specifications for writing texts.

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

Publicitate, Publicitate Online, Paid Advertising, 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