

Summary

Results-driven SEO specialist with 3 years of experience working at a digital marketing agency. Skilled at SEO technical audits, on-page optimizations, and keyword research. Personally led projects from developing a promotion strategy to its implementation with the goal of increasing the website's organic visibility.

Tools & Technologies

Ahrefs, Google Search Console, Google Analytics, Google Tag Manager, Google Data Studio, Majestic, Screaming Frog, Yoast, Rank Math, Serpstat, JetOctopus, Netpeak Spider, Schema.org, Google Docs, WordPress, CSS, HTML, Chrome DevTools, WooCommerce, Figma, Adobe Photoshop, Canva, Adobe Premiere Pro, Page Builders: WPBakery, Elementor.

Experience

02/2019 - 02/2022, SEO Specialist @ Onpage

Onpage is a digital marketing agency that provides services such as branding, web design, website development, SEO, SMM, advertising and technical support.

Responsibilities:

- Running competitive SEO analysis and studying niche features to uncover missed opportunities;
- Planning and developing individualized SEO strategies;
- Performing SEO technical audits, working with developers for troubleshooting the issues;
- Coordinating with the website designers and copywriters to create content;
- Conducting keyword research;
- Adding content and optimizing landing pages;
- Creating sites on templates (WordPress);
- Making logo, icons and banners using Figma and Photoshop;
- Editing videos for sites using Adobe Premiere Pro;
- Developing outreach, link building strategies, and managing link builders;
- Conducting content and on-page audits and providing recommendations;
- Generating monthly performance metrics and analytical reports;
- Tracking and analyzing data from GA and GSC.

Education

Ukrainian State University of Chemical Technology

Master's Degree - Chemical Technology, 2016

Languages

English / Russian / Ukrainian