



👤 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
- Частичная занятость
- Свободный 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>**

# Marketing Strategist

## 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.

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

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*

- 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 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](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