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Marketing Director

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

👤 32 года

♂ Мужской

📍 Кишинев

in

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
- По сменному графику
- Частичная занятость
- Удалённо
- На территории работодателя
- Гибрид (Дом/Офис)

Языки

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

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

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.

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 2021 - Сентябрь 2022 · 1 год 7 месяцев

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.

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 Advertising, 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