



Datele de contact sunt contra cost. Detalii aici: <https://www.lucru.md/ru/preтури/cv>

SEO and Digital Marketing Manager

About me

Over 12 years of experience in SEO and Digital Marketing across the US, European, and CIS markets. Worked with projects in IT, e-commerce, finance, healthcare, real estate, legal services, and more.

Core competencies:

SEO: full website audits, technical optimization, internal linking, meta tags & content optimization, link building (Ahrefs, PBN), domain recovery, managing multiple projects simultaneously.

PPC: setup and optimization of Google Ads (Search, Display, Remarketing), performance analysis (CTR/CPA/ROI), budget management, audience targeting, A/B testing, conversion tracking and integration (GA4, GTM, Pixel).

Web Analytics: GA3/GA4, Google Tag Manager, Hotjar, Yandex Metrica, goal setup, traffic segmentation, reporting, and identifying growth opportunities.

Content Marketing: writing and editing texts, creating briefs for copywriters, image optimization (WebP, ALT), website & YouTube publishing, multilingual SEO content, AI-generated content.

Project Management: developing go-to-market strategies (short- and long-term), launching new products, preparing briefs for designers and developers, campaign monitoring and scaling.

SERM / Reputation Management: pushing down negative reviews, improving brand image in search engines.

HR: candidate sourcing and interviewing, managing SEO, content, design, and development teams.

Additional: creating websites and landing pages, CRM integration, working with marketplaces (Rozetka, Prom.ua), growing YouTube channels.

Strengths — strategic thinking, systematic approach, ability to build processes from scratch and drive projects to consistent results.

Detailed case studies, as well as testimonials from managers and colleagues, can be found on my LinkedIn profile.

Expectations:

Opportunity to manage complex digital/SEO/marketing projects where results are measured by leads, traffic, or rankings.

Working in a team that values professionalism, transparent communication, and results-oriented approach.

Stability and the ability to scale projects by implementing systematic solutions (CRM, automation, AI).

👤 37 years

♂ Male

📍 Chişinău

in

TOP Skills

- **Web Analytics** · 13 years
- **SEO** · 12 years
- **Lead generation** · 11 years
- **Search Engine Marketing** · 8 years
- **Data Analysis** · 7 years
- **PPC** · 6 years

Preferences

- Full-time
- In-house
- Hybrid
- Remote

Languages

- **Romanian** · Don't know
- **Russian** · Fluent
- **English** · Communication
- **Ukrainian** · Fluent

Driving licence

Category: B

What I do not want:

Work “for the sake of doing it” without real impact on results.

Constant last-minute tasks without clear priorities.

A toxic environment and lack of communication.

Work experience

Digital Marketing Manager · Consumer Attorneys PLC · Chişinău

February 2023 - December 2024 · 1 year 10 months

Skills: Web Analytics, Data Analysis, Search Engine Marketing, SEO, Lead generation

Digital Marketing Manager · IM INCASO SRL · Chişinău

August 2022 - February 2023 · 7 months

Skills: Web Analytics, Data Analysis, Pay-per-Click Marketing, PPC, Search Engine Marketing, SEO, Lead generation

Video Producer · YouTube · Odessa

November 2020 - July 2022 · 1 year 8 months

Skills: Web Analytics, Video Streaming, Data Analysis, Video Editing

Sales Manager · Rozetka.ua · Odessa

April 2020 - October 2020 · 6 months

Skills: Lead generation, Web Analytics, Data Analysis, Sales Management, PPC, SEO

Digital Marketing Manager · «Norris», norris.com.ua · Odessa

November 2016 - May 2020 · 3 years 6 months

Skills: Lead generation, Web Analytics, PPC, Search Engine Marketing, SEO

SEO \ SERM Manager · «On Clinic» Odessa, onclinic.ua · Odessa

January 2015 - October 2015 · 9 months

Skills: Web Analytics, SERM, SEO

Head of Digital Marketing · Self-Employed · Odessa
September 2012 - December 2014 · 2 years 3 months

Skills: Lead generation, Web Analytics, Search Engine Marketing, PPC, SERM, SEO

SEO Manager · "Heads", heads.com.ua, Odessa · Odessa
August 2011 - August 2012 · 1 year 1 month

Skills: Lead generation, Web Analytics, Data Analysis, SEO Copywriting, SEO

SEO Manager · Freelance · Odessa
September 2009 - September 2011 · 2 years 1 month

Skills: Lead generation, Web Analytics, Data Analysis, SEO Copywriting, SEO

Desired industries

- Marketing / Advertising / PR
- IT, Tech
- Banking / Financial / Economic

Education: Higher

ИУНЦ ОНУ им. Мечникова

Graduated in: 2010

Faculty: Computer systems and networks

Speciality: Выпускник (специалист)

ОНПУ (бывш. ОГПУ, ОПИ)

Graduated in: 2010

Faculty: Institute of Computer Systems

Speciality: Выпускник (бакалавр)

Courses, trainings

Internet Marketing Specialist

Graduated in 2023

Organizer: WebPromoExperts

Targeted Advertising

Graduated in 2024

Organizer: WebPromoExperts

SEO Pro

Graduated in 2024

Organizer: WebPromoExperts

Head of Digital Marketing

Graduated in 2024

Organizer: WebPromoExperts