|  |  |  |
| --- | --- | --- |
| https://lh4.googleusercontent.com/nN-lcewa7KXssaqXoDADFoF-JWG1yBfwKBkfZtXMBJap4W07LSMjosjeULIC29N6IvlEmApZo1jctPupO3ebO812e30ARhMSxmwvttq9-2vZ7gtlq1BkIbJP6CcBv6pGhQp00nI4 | | Novozhenov Vsevolod Sergeevich  32 years old, born 5.08.1987  +382 (69) 203628  +7 (925) 3814791 — preferred GSM  irie.novozhenov@gmail.com  Facebook: <https://www.facebook.com/profile.php?id=100038131417911>  Place of living: Montenegro  Nationality: Russian  Work permission: Russia  Open to relocation and business travel |
| Desired position and salary | | |
| **SEO team lead**  Information technology, Internet, telecom   * Site optimization (SEO) * Project management * Marketing   Employment: full employment  Schedule of work: full-time  Desired commute time: does not matter | | |
| Working experience - 5 years 1 month | | |
| June 2019 - present time  5 months |  | **Stormgain**  Montenegro, stormgain.com  Head of SEO  SEO department management within the startup framework.  Project geography - the USA, UK, Russia, Europe. 5 languages. Search systems -  Google and YouTube. Project sphere - cryptocurrency. Project startup from scratch.  Participating in marketing and strategy-building. Developing a semantic kernel, developing the branch of cryptocurrency pairs trading.  End-to-end analytics of organized traffic and other channels. Complete range of estimation starting from visit cost through to its conversion into a new client. Working on Google’s requirements for EAT (YMYL). Implementing trading tools for desktop and mobile site versions. Android and IOS. Full optimization for mobile devices and Google search results for mobile phones including zero search results.  Use of alternative sources and channels like YouTube, Reddit, Quora for customer acquisition.  Involving all available promotion channels.  Using link building tools - PBN, PR, SERM, EDU, GOV. Sponsorship with FK Newcastle United. Links from Wikipedia. Working on On page and UX\UI, heatmaps, web-visors. |
| May 2019 - present time  6 months |  | **Mail.Ru Group**  Russia, corp.mail.ru/  Senior SEO specialist  Working on “All about Games” project, games.mail.ru/pc, with the monthly traffic of 4000000 visitors.  The target - relaunching the project, increasing the traffic that comes from search results.  The niche - gaming media, cosplay, hardware. The project aims to Former Soviet Republics and Russian-speaking audience all over the world. More than 1000000 URL. Search systems - Google, Yandex, Bing. Attracting referral traffic from social media. My efforts resulted in ceasing traffic decrease after the first 3 months and increasing it by 200% for Google and 100% for Yandex compared to the previous year.  Holding meetings and taking actions directed at strategic project development planning.  Total analysis of gaming niche including English, German, French, Spanish and Portuguese languages.  Striving to align with top-quality print media of the niche.  Transferring out of 2 filters put by Yandex. YMYL implementation.  Working in React and optimizing the speed.  Working in close co-operation with the Development Department and implementing the newest scripts and markups (JSON and OG) that ensure integration in all Google news blocks and zero search results.  Participating in the work of the Publishing Department. Optimizing old and traffic pages. Extending the rubricator, the content plan and the publications. Eliminating zombie-pages. Paying special attention to promotion via news blocks. News featuring in Google API (Discovery).  Wikipedia - extending languages and daughterly publications.  Total project revival including redesign and identity renovation. Working out new Ux and UI concept. On-page elements. A-B tests, carrying out focus groups research.  Opening in December 2019. |
| February 2019 - present time  9 months |  | **Forex Club**  Montenegro, fxclub.org  SEO/ASO manager  In this project, I manage 3 company sites and several applications for Android and IOS. The featured thematic areas are Fintech, Forex and cryptocurrency. Google search system. The monthly promotion budget is over 30000$. Monthly income from the organized budget exceeds 1000000$.  Site and application geography: Europe, Latin America, South-East Asia. 20 languages (+ Mainland China, Taiwan), Russia.  Developing the budget, arranging mutual payments, negotiating payment matters with external collaborators all over the world.  Work progress monitoring including ASO, co-operating with external executants and consultants. Setting objectives, making up new projects and handling project revivals.  Full range of work with internal collaborators. Creative team, translation department. Handling landings and affiliate-projects.  Participating in planning discussions and presentation meetings with the Development Department, Product Department, Publishing Department and the creative team.  Co-operating with sponsors - FK Valencia, FK Getafe, James Rodriguez. Managing and controlling PR and SERM projects.  Working in close co-operation with IT, web department and developers. Working in coordination with the Product Department and complying with their requirements in all spheres and geographical locations they belong to. Developing training materials and sections for service users. |
| March 2018 - January 2019  11 months |  | **Moscow Insect Disinfestation Services**  Moscow, dezinfektsiya-moskow.ru/  SEO specialist  Promoting 5 websites: cleaning, insect disinfestation, disinfection, air-conditioning and ventilation system maintenance services. In my work, I involved all available groups of promotion factors for Google and Yandex. Within one year I managed to increase the traffic belonging to the highly competitive niches by 300-500%. Hitting the Top 3 in many medium-frequency and high-frequency queries.  Carrying out self-consistent SERP optimization on the highest level. Using all types of schema markup. Setting up rating dropout in search results. Enlisting the site in catalogs, upholding zero search results, featured snippets, Q&A and search systems news. Entering company services into popular aggregators and search systems services, and other works concerning CTR.  Carrying out all scope of technical and internal works with the website. Making site’s download speed 2-5-fold larger. Managing complete audit and troubleshooting, identifying mistakes and making corrections within several hours. Working professionally with the semantics (acquisition and clusterization), expanding the number of landing pages.  On page SEO. UX and UI analysis. Increasing conversion. BAC (building automation and control). Developing sites and lendings, designing web pages and social groups. Handling project revivals. Content marketing. Photoshop. HTML, CSS, PHP. Making up and formatting articles self-consistently. Arranging content preparation and all work types of the range. Tuning the work of copywriters (and the following LSI). Building up link profile. Linkbuilding is what I consider a strong promotional tool. I use various zero-cost strategies including crowd marketing in social media and chats (using specialized parsers), outreach, creating blog nets 2.0 and using other methods. Developing link mass I use SEMrush or Ahrefs.  Managing Google (Penguin) filter and Yandex (Minusinsk and Baden) filters and their consequences.  Handling overoptimized texts, pages, and toxic link profiles.  Traffic and position analysis with the use of Analytics, Semrush, Ahrefs, Similarweb. Carrying out total link and content analysis. Studying the influence of various factors on site positions. Handling a range of hypotheses (for example outreach with heap linkage). Applying my knowledge of PC neuronet functioning principals and their effect on ranking.  Effective collaboration with a team of developers, designers and other specialists. Searching and selecting executing experts and companies for projects. Training and tuning of external specialists and companies. Sourcing from the stocks providing content, links and executants. Project budgetıng and budget optimization. |
| November 2016 - December 2017  1 year 2 months |  | **Beliy Kvadrat (White Square)**  Saint-Petersburg, kvadrat-digital.ru/  Digital marketing specialist (SEO, SMM)  Carrying out numerous tests and experiments concerning social networks. We were the first to work with Telegram: we promoted channels and chats, used new gray schemes of work with Instagram. We parsed social networks in search of leads and for crowd marketing, handled client projects of complex internet-promotion. Within the scope of my responsibility was managing a team of 10 specialists and coordinating their work. Collaborating with project executants and taking overall control of their activity on all stages. Analyzing company effectiveness, correcting plans, delivering reports.  SEO. Promotion in Google and Yandex. Audit of various types of sites. Analyzing search results and competitors. Acquiring and clustering semantic kernels including adaptation to PPC companies. Internal and external optimization. Crowd marketing, working with submits, purchasing links. Content marketing. Formatting material for mailing. Managing site usability. Handling content publication, article writing and formatting. Delivering work specifications for copywriters, programmers, illustrators, designers, layout designers.  SMM. Launch and management of big communities in Vkontakte, Odnoklassniki, Facebook, Instagram, Telegram. Filling-up groups in social media. Working out content plans, rubricators, implementing targeted advertising (vk, my target, ads manager). Preparing texts, images, defining a target audience, setting pixels, creating photo and video material self-consistently and engaging collaborator executants. Working out the content plan. Bot implementation. Acting on the most popular platforms like YouTube, Pikabu etc. Configuring bots for Vkontakte, Telegram. Forming news hooks, dumps, using guerilla marketing and other means to achieve product and public people recognition.  PR, SERM. Managing reputation on the Web, in search results and popular comment aggregators. Working on Yandex.Market platform. Carrying out negative site scoping to preparing the satellites for its dismissal, acting self-sufficiently. Total elimination of negative feedback concerning companies and people. Producing content: texts, comments, feedback. Educating and training staff on SERM products. Developing strategies for new projects. Settling work specifications to project groups and freelancers. Detailed control of assignments. Delivering reports. |
| July 2014 - September 2016  2 year 3 months |  | **Altermoto**  Moscow, altermoto.ru  Content-manager  Administrating the site and the online shop (1C Bitrix). Handling inquiries. Filling-up the site. Writing regular publications, articles, carrying out catalog provisioning. Renewing information on the site and social networks. Launching and analyzing the effectiveness of advertising campaigns. Analyzing site traffic and engagement metrics (li.ru, metrika).  Administrating group in Vkontakte and setting-up targeted advertising. Communicating in social networks and providing feedback to subscribers.  Working with Yandex Market. Synchronizing product assortment and using Price Labs. Monitoring warehouse stock. Monitoring regional and federal competitors.  Controlling the working process and the quality of client services. Carrying out professional communication with clients and partners.  Working in Photoshop: editing photos, creating logos, covers, collages, retouch. Making product photos.  Cooperating with sales managers, copywriters, designers, SEO-specialists.  Translating product manuals from English into Russian.  Making up, managing and formatting price-lists in MS Excel. Forming reports, working with formulas.  Operating in 1C Trade and stock: entering new products, editing data. Using 1С Bitrix CRM. |
| Education | | |
| Higher education | | |
| 2010 | | **Russia State University of Tourism and Service**  Corporate management, Management and marketing of organizations. |
| Tests, examinations | | |
| 2019 | | **Semrush**  SEO Toolkit Advanced |
| 2019 | | **Semrush**  Technical SEO |
| 2019 | | **Mikhail Shapkin masterclass**  Pro-Western stance promotion, SEO |
| 2019 | | **Igor Rudnik masterclass**  Linkbuilding, SEO |
| 2019 | | **Google**  YouTube Channel Growth |
| 2019 | | **Google**  YouTube Content Ownership |
| 2018 | | **Google**  Google Analytics Individual Qualification |
| 2018 | | **SEMrush**  SEO Toolkit Exam |
| 2018 | | **Yandex**  Yandex.Metrics specialist |
| 2018 | | **Google**  Google AdWords Qualification |
| 2017 | | **SEMrush**  SEO Fundamental |
| 2017 | | **Yandex**  Yandex.Direct specialist |
| 2017 | | **Dmitry Shakhov masterclass**  SEO specialist |
| 2005 | | **Center of Computer Technology, Mytischi, Moscow Region.**  Fluent English |
| Key Skills | | |
| Languages | | Russian — Mother tongue  English — C1 — Advanced  Serbian — C1 — Advanced |
| Skills | | UX  UI  Adobe Photoshop  HTML  CSS  PHP  Web-design  SMM  Google Analytics  Yandex.Metrics  Internet projects management  Internet Marketing  Presentation skills  Analytical skills  Project management   Business Consulting  Market Research  Site Administration  Brand Promotion  Lead generation  SMO  E-Mail Marketing  Start-up  project  Yandex.Direct  JSON API  Google API  Google AdWords  SEO  Editing |
| Driving license | | |
| Class B License | | |
| Additional information | | |
| References | | Template Monster  Igor Shulezhko (SEO Teamlead)  SEMrush  Sergey Matrosv (PPC Teamlead)  Beliy Kvadrat  Anton Vlasov Head of Traffic Department, Managing Partner)  Moscow Insect Disinfestation Services  Artyom Tarasov (Head of Marketing Department)  Forex Club  Matvey Krivoshein  (SQS)  Mail.ru Group  Anton Gorodetskiy (Project Manager)  Mail.ru Group  Tatyana Yurova (Project manager, Producer)  Stormgain  Alex Altauzen (SEO) |
| About me | | My career is SEO. I profoundly study search systems and social networks. I work as an expert webmaster, manager and marketing professional. Before posing a challenge, training or consulting, I personally get through the process several times. I “speak the same language”  with developers, IT and Web specialists, managers, marketing experts, publishing departments, creative teams, etc. I have an operational mindset. I am energetic, communicative, I possess analytical and creative thinking. I apply my excellent managerial and communicative skills. I highly enjoy managing complicated tasks. I like to study the task thoroughly and find the resolution. I am fond of mastering new digital technologies, to work with artificial intelligence, automatization tools, advanced analytics. I’m highly ambitious and ready to earn more and to work with the TOP companies of the world. I am motivated to take leadership in the sphere. I strive to learn more and to get familiar with novelties. I experience new marketing tools and channels to be able to hand this knowledge down to my colleagues. I  devote all my free time to studying, self-development and consultations. I am a bachelor, I have no children. |