CURRICULUM VITAE 0.9 Beta

Hello World

Name:	AIVAR ALLE
Birth date and place:	07.05.1983 MOSCOW (not kidding)
Address:	ILMATSALU 26A-13, 50412 TARTU
Phone, WhatsApp, Telegram:	+372 569 24015
E-mail:	aivar.alle@gmail.com

Education

ESTONIAN PRIMARY SCHOOL IN MOSCOW   1990-1995

A.TVARDOVSKY'S HIGH SCHOOL N279 IN MOSCOW   1996-2000
Lyceum class

MOSCOW STATE TECHNOLOGICAL UNIVERSITY "STANKIN"   2000-2005
Information Technology (Bachelor)

MOSCOW STATE TECHNOLOGICAL UNIVERSITY "STANKIN"   2005-2006
Information Systems and Technologies (Engineer)

UNIVERSITY OF TARTU   2008-2011
Public Relations (Master, but not fully finished, my thesis is still waiting for me)

Work experience in Estonia (had projects/startups, not regular jobs)

OPTIM TECHNOLOGY – SEO STARTUP   2009-2013
My work: All technical work
Pay-for-TOP10 SEO company, we started in Estonia and expanded to Northern Europe. Our service
was based on paid links and due to changes in Google's algorithms it didn't last forever.

E-COMMERCE STARTUP (GARDEN BUILDINGS)   2014-2017
My work: Web developer, SEO, PPC
hansagarten24.de, summerhouse24.co.uk and other shops. Helped the startup to become profitable.

CLEVERHAUS – ANOTHER E-COMMERCE STARTUP   2018-2020
My work: All technical work, SEO, PPC
Better than previous. However, due to the pandemic and problems with the factory this project
became too risky and we had to stop it. How it looked like: https://optim.ee/cleverhaus

OPTIM TECHNOLOGY 2.0   2020-2021
An attempt to restart an old project in the new niche: rare & interesting advertising solutions.
Geo-smart advertising: https://optim.ee/geo
InfoMax advertising: https://optim.ee/infomax

Work experience in Russia

FORMOZA GROUP   2002
Installer of computer classes in educational organizations

ESTONIAN EMBASSY IN MOSCOW   2003
Visa Officer

FREELANCER   2004-2008
~10 customers, Web Development, SEO & PPC

MOSCOW STATE TECHNOLOGICAL UNIVERSITY "STANKIN"   2006
Engineer-Programmer

Professional skills

Usability (subjectively I'm very good at it; „Don't Make Me Think" was a good book)
SEO
PPC (Google Ads, Social Media, Russian systems)
E-Commerce
HTML, CSS, PHP, SQL, C++, JavaScript (still, not a professional coder)
WordPress + WooCommerce, other CMS platforms
Image processing software (still, not a professional designer)
Motivation psychology (in advertising)

Languages: ESTONIAN (native speaker), RUSSIAN (native speaker), ENGLISH

Hobbies: Geeky things from philosophy to cosmology :)

29.06.2021