

CURRICULUM VITAE

Aivar Alle

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Education

ESTONIAN PRIMARY SCHOOL IN MOSCOW	1990-1995
A.TVARDOVSKY'S HIGH SCHOOL N279 IN MOSCOW Lyceum class	1996-2000
MOSCOW STATE TECHNOLOGICAL UNIVERSITY "STANKIN" Information Technology (Bachelor)	2000-2005
MOSCOW STATE TECHNOLOGICAL UNIVERSITY "STANKIN" Information Systems and Technologies (Engineer)	2005-2006
UNIVERSITY OF TARTU Public Relations (Master, but not fully finished, my thesis is still waiting for me)	2008-2011

Work experience in Estonia (rather projects than regular jobs)

I'll just list my bigger projects here. In general: Web Development, E-Commerce, SEO, PPC.

OPTIM TECHNOLOGY – SEO STARTUP <i>My work: All technical work</i> Pay-for-TOP10 SEO company, company started in Estonia and expanded to Northern Europe. Service was based on some methods that due to the changes in Google's algorithms didn't last forever.	2009-2013
E-COMMERCE STARTUP (GARDEN BUILDINGS) <i>My work: Web developer, SEO, PPC</i> hansagarten24.de, summerhouse24.co.uk and other shops. Helped the startup to become profitable.	2014-2017
CLEVERHAUS – ANOTHER E-COMMERCE STARTUP <i>My work: All technical work, SEO, PPC</i> Technically better than previous. However, due to the pandemic and problems with the factory this project became too risky and was stopped. How it looked like: https://optim.ee/cleverhaus	2018-2020
OPTIM TECHNOLOGY 2.0 <i>An attempt to restart an old project in the new niche: rare & interesting advertising solutions. However, not very successful.</i>	2020-2021

Work experience in Russia

FORMOZA GROUP Installer of computer classes in educational organizations	2002
ESTONIAN EMBASSY IN MOSCOW Visa Officer	2003
FREELANCER ~10 customers, Web Development, SEO & PPC Continued working with some of these customers after moving to Estonia until ca. 2011-2013	2004-2008
MOSCOW STATE TECHNOLOGICAL UNIVERSITY "STANKIN" Engineer-Programmer	2006

Professional skills

Usability (I'm good at it; UX was always a part of my work in different Web projects)
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
Some experience with image processing software
Motivation psychology (in advertising)

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

Hobbies: Geeky things from philosophy to cosmology.

17.09.2021