

CURRICULUM VITAE 0.9 Beta

IDEA (as a preamble)

I likely have strong analytical skills, because I am an INTJ personality type.
Let's see, maybe I can quickly suggest something powerful...

Probably the best idea for you is to **provide instant access to a demo account (1-2 clicks)**. Whatever reasons you had not to do it till now, but it should be super-effective for gaining new customers:

- On a competitor's website users are still thinking whether they should sign up or not
- On your site they will be already playing with your software, being 1 step ahead in a "pipe"

Just test it in one country to get some stats about efficiency - it will blow your mind.

Hello World

Name: AIVAR ALLE
Birth date and place: 07.05.1983 MOSCOW (not kidding)
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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 (had projects/startups, not regular jobs)

| | |
|---|-----------|
| OPTIM TECHNOLOGY – SEO STARTUP <i>My work: All technical work</i> 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. | 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 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>

CREATION OF INTERESTING SOLUTIONS 2020-2021

Take a look if you value conceptual thinking. Had no success selling these, small companies have no money now and bigger ones think that they can get the same from their agencies.

Geo-smart advertising: <https://optim.ee/teenused>

InfoMax advertising: <https://optim.ee/infomax>

Motivation psychology on a product packaging: <https://optim.ee/motivation>

Work experience in Russia

FORMOZA GROUP 2002

Installer of computer classes in educational organizations

ESTONIAN EMBASSY IN MOSCOW 2003

Visa Officer

FREELANCER 2003-2008

~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 :)

Why do I want to work in your company? It's interesting to participate in a big global project, it motivates and it's good for self-development. I'm sure you have interesting people in your team, too.

25.05.2021