

# 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.

11.06.2021