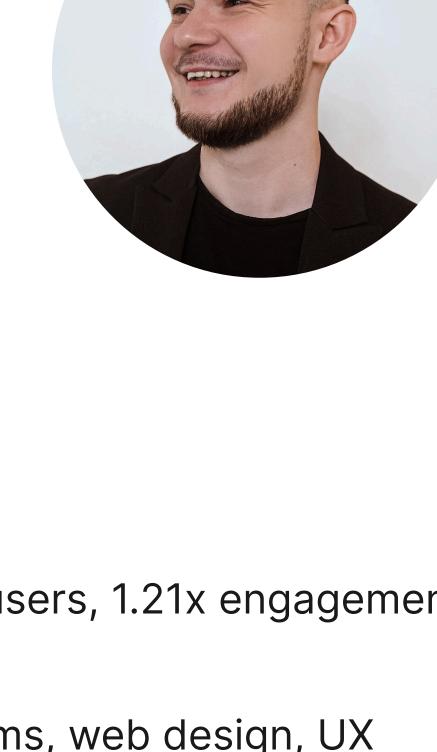


# Ian Avstreikh

I lead content teams.  
Portfolio: [ianavstreikh.pro](http://ianavstreikh.pro).



About me in short:

- **Experience:** 3 years in management, 7 years in content in total.
- **Best result I'm proud of:** SEO growth YoY – 3.56x sessions (1.2M in total), 3.65x users, 1.21x engagement rate, 2.03x conversion rate.
- **Created content in the fields:** PaaS, IaaS, SaaS, business media, analytics systems, web design, UX design, visual identity design.
- **Held roles:** Head of Content, Lead Technical Writer, Senior Content Editor, Technical Writer, Journalist, Naming Specialist, Copywriter.

## General info

Location	Tbilisi, Georgia
Contract type	B2B or employment
Time zone	GMT+4
Work arrangement	Remote, hybrid, or on-site
Contact	<a href="mailto:avstreichyan@gmail.com">avstreichyan@gmail.com</a> +995599048151 <a href="#">LinkedIn</a>

## Key skills

Content strategy • Team leadership • Mentoring • Editorial planning • Content performance analytics • Stakeholder communication • SEO & traffic growth • Cross-functional collaboration • Workflow setup and optimization • AI-assisted content production • CMS management

## Tools

Semrush • Google Search Console • Google Keyword Planner • Google Analytics • Power BI • Excel • End-to-end analytics systems • ChatGPT • Recraft • Figma • Jira • GitHub • Confluence • WordPress • Strapi • Zendesk

## Experience

Role	Responsibilities	Key Results
<b>Sabbatical year</b> Apr 2024 – Apr 2025	Learned design and Figma; enhanced skills in working with AI  Explored journalism to enrich my perspective as a content strategist  Self-development	Website created by me from scratch using Figma (design) and ChatGPT (vibe-coding): <a href="http://ianavstreikh.pro">ianavstreikh.pro</a>  Journalist experience. Examples of my articles:  <a href="#">In what directions is technological development in the financial sector going?</a> <a href="#">How the financial sector is moving from import substitution to new technologies</a>  Watched courses: <a href="#">Writing and Coding with OpenAI Canvas</a> <a href="#">Reasoning with o1 (OpenAI)</a> <a href="#">Justice – Michael J. Sandel, Harvard University</a>
<b>Head of Content (promotion)</b> Gcore June 2022 – March 2024	Built and led the content department: 8 in-house team members, 10 freelancers  Developed content standards and strategy  Managed the full content lifecycle: planning, production, distribution, and optimization  Managed content-related marketing and technical projects  Oversaw content localization  Tracked content performance metrics  Oversaw CMS management and improvement  Established and managed the interaction with product marketing, product, sales, and technical support teams  Supervised the creation of high-quality content across various formats: articles, landing pages, press releases, case studies, educational tutorials and videos, UX/UI texts, leaflets and brochures, presentations, and white papers	SEO metrics growth YoY: 3.56x sessions (1.2M in total) 3.65x users 1.21x engagement rate 2.03x conversion rate  PR coverage growth YoY (joint result with the PR specialist): 1.81x mentions  People management achievement: Top 3 in team member satisfaction, according to the anonymous 2022 HR survey  Reduced localization costs by incorporating AI into workflow  Content that meets high standards. Feel free to judge the quality yourself: <a href="#">Content samples</a>
<b>Lead Technical Writer (promotion)</b> Gcore Aug 2021 – May 2022	Led the team of 4 technical writers  Developed content standards for the product documentation  Supervised the creation of high-quality product documentation articles, UX texts, and technical notification emails.  Managed the creation of a new Docs-as-Code product documentation system  Initiated and managed the connection of Google Analytics for the product documentation  Managed the interaction between the technical writer team, technical support department, and product teams  Developed a training program for new team members	Documentation user satisfaction rate: 51% likes growth 15% dislikes decrease  New product documentation with Docs-as-Code approach and improved UX. Compare: <a href="#">Old vs. new documentation</a>  High-quality product documentation articles made under my supervision. Examples: <a href="#">Create a PVC and bind to a pod</a> <a href="#">About Image stack</a> <a href="#">About Function as a Service</a>  Google Analytics tracking for the product documentation  SEO optimization workflow for the articles produced by technical writers
<b>Technical Writer</b> Roistat Fev 2021 – July 2021	Created product documentation for the following products: <ul style="list-style-type: none"><li>Virtual Machines</li><li>Bare Metal</li><li>Managed Kubernetes</li><li>Load Balancers</li><li>Hosting</li><li>Managed Logging</li><li>DNS Hosting</li><li>AI Infrastructure</li></ul> Wrote UX texts and technical notification emails  Initiated and executed the optimization of the customer support chatbot	Helpful product documentation articles. Examples: <a href="#">Install GUI (desktop environment) on Ubuntu, CentOS, and Debian</a> <a href="#">About Secure Token</a> <a href="#">About DDoS Protection</a>  Increase in the number of requests resolved by the chatbot: Growth from 2% to 10%
<b>Senior Content Editor</b> Prof-IT Apr 2020 – Dec 2020	Managed two copywriters  Edited the texts produced by the copywriters and the marketing specialist  Wrote email newsletters, marketing articles, presentation texts, and landing page texts  Managed the company's social networks  Found new platforms for posting content, negotiated with the media  Analyzed content effectiveness  Initiated improvement of the current company content  Reworked the current main page of the company website	28% conversion rate increase for the landing page according to A/B tests. Feel free the result yourself: <a href="#">Old landing page</a> <a href="#">New landing page</a>  Media coverage achieved by publishing articles on behalf of the company. Examples: <a href="#">A Speaker with a Cute Lisp: How to Set Up a Voice Robot So That It Is Not Recognized as a Machine</a> <a href="#">No Kickbacks, No Connections: How to Win Tenders Fairly</a>  New format for case studies and company presentations developed by me
<b>Copywriter</b> Roistat Sept 2019 – Mar 2020	Wrote marketing content about analytics and analytics systems: <ul style="list-style-type: none"><li>Blog articles</li><li>How-to guides</li><li>Copy for landing pages</li><li>Posts for social media</li><li>Email marketing sequences</li></ul>	High-quality marketing content about analytics and analytics systems. Examples: <a href="#">How to Evaluate User Behavior and Website Traffic Analysis of Contextual Advertising in Yandex.Direct</a> <a href="#">Roistat Updates for February 2020</a>
<b>Translator</b> Awdee Dec 2018 – June 2019	Translated articles and videos about UX/UI design for a non-English speaking audience  Edited the resulting texts to improve the readability of the source articles and adapt them for the audience	Insightful materials for design professionals. Examples: <a href="#">AI Will Replace Designers But It is Not Bad</a> <a href="#">Color Management: What It Is and How to Set Up Your Tools</a> <a href="#">Who Will Make the Next Billion Websites?</a>
<b>Article Author</b> VC Aug. 2018 – June 2019	Wrote articles about startups and UX/UI design  Translated articles for a non-English speaking audience	Engaging articles worth reading. Examples: <a href="#">Charge Your Phone Anywhere: Hourly Rental Service for Portable Batteries BattBox</a> <a href="#">Like Amazon, Only Cheaper and with Slower Shipping – The Story of the Most Popular Shopping App Wish</a> <a href="#">Make a Convenient Chat with Clients – 21 Design Recommendations</a>
<b>Copywriter, Naming Specialist</b> Logomachine Feb. 2016 – Mar. 2018	Wrote texts for client landing pages, booklets, and leaflets  Wrote Logomachine's case studies  Created brand names for clients	Case studies on successful designs. Examples: <a href="#">Ouhla</a> <a href="#">Eazyway</a>  Naming for startups. Examples of original brand names I created: <a href="#">Delive</a> <a href="#">Mozen</a>  Marketing texts for client needs

Let's make your content great.

[Get in touch](#)