Avstreikh Ian  
I lead content teams. Portfolio: [ianavstreikh.pro](https://thurse1-my.sharepoint.com/personal/132302_office365works_net/Documents/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: avstreihyan@gmail.com, +995599048151, [LinkedIn](https://www.linkedin.com/in/ian-avstreikh-19327a243/)

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

Education

March 2025  
Writing and Coding with OpenAI Canvas  
DeepLearning.AI

Jan 2025  
Reasoning with o1 (OpenAI)  
DeepLearning.AI

July 2023  
GDPR Fundamentials  
MGSI

April 2023  
Security Awareness  
MGSI

Oct 2022 - Oct 2023  
Leadership School  
Gcore

Sept 2014 - Dec 2019  
Clinical Psychology  
Perm State University  
  
Experience

Role

Sabbatical year  
May 2024 – May 2025

Responsibilities

Learned design and Figma; enhanced skills in working with AI  
Explored journalism to enrich my perspective as a content strategist  
Self-development

Key Results

Website created by me from scratch using Figma for design and ChatGPT for vibe-coding: [ianavstreikh.pro](https://thurse1-my.sharepoint.com/personal/132302_office365works_net/Documents/ianavstreikh.pro).  
Journalist experience.

Examples of my articles:

[In what directions is technological development in the financial sector going?](https://ianavstreikh.pro/content/in-what-directions-is-technological-development-in-the-financial-sector-going)

[How the financial sector is moving from import substitution to new technologies](https://ianavstreikh.pro/content/how-the-financial-sector-is-moving-from-import-substitution-to-new-technologies)  
Watched courses:

[Writing and Coding with OpenAI Canvas](https://www.deeplearning.ai/short-courses/collaborative-writing-and-coding-with-openai-canvas/)

[Reasoning with o1 (OpenAI)](https://www.deeplearning.ai/short-courses/reasoning-with-o1/)

[Justice – Michael J. Sandel, Harvard University](https://sandel.scholars.harvard.edu/justice)

Role

Head of Content (promotion)  
Gcore  
June 2022 – Apr 2024

Responsibilities

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

Key Results

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: [Content samples](https://ianavstreikh.pro/content-samples)

Role

Lead Technical Writer (promotion)  
Gcore  
Aug 2021 – May 2022

Responsibilities

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

Key Results

Documentation user satisfaction rate:  51% likes growth  15% dislikes decrease  
New product documentation with Docs-as-Code approach and improved UX.  Compare: [Old vs. new documentation](https://ianavstreikh.pro/old-vs-new-docs)  
High-quality product documentation articles made under my supervision. Examples:  [Create a PVC and bind to a pod](https://gcore.com/docs/cloud/kubernetes/storage/create-a-pvc-and-bind-it-to-a-pod)   
[About Image stack](https://gcore.com/docs/cdn/cdn-resource-options/image-optimization-paid/about-image-stack)   
[About Function as a Service](https://gcore.com/docs/cloud/faas/about-function-as-a-service)  
Google Analytics tracking for the product documentation  
SEO optimization workflow for the articles produced by technical writers

Role

Technical Writer  
Gcore  
Fev 2021 – July 2021

Responsibilities

Created product documentation for the following products:

Virtual Machines  
Bare Metal  
Managed Kubernetes  
Load Balancers  
Hosting  
Managed Logging  
DNS Hosting  
AI Infrastructure

Wrote UX texts and technical notification emails  
Initiated and executed the optimization of the customer support chatbot

Key Results

Helpful product documentation articles. Examples:    
[Install GUI (desktop environment) on Ubuntu, CentOS, and Debian](https://gcore.com/docs/hosting/virtual-servers/manage/install-gui-desktop-environment-on-ubuntu-centos-and-debian)    
[About Secure Token](https://gcore.com/docs/cdn/cdn-resource-options/security/use-a-secure-token/about-secure-token)    
[About DDoS Protection](https://gcore.com/docs/ddos-protection/about-ddos-protection)  
Increase in the number of requests resolved by the chatbot: Growth from 2% to 10%

Role

Senior Content Editor  
Prof-IT  
Apr 2020 – Dec 2020

Responsibilities

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

Key Results

28% conversion rate increase for the landing page according to A/B tests. Feel free the result yourself:     
[Old landing page](https://ianavstreikh.pro/content/old-landing-zvonobot)    
[New landing page](https://ianavstreikh.pro/content/new-landing-zvonobot)  
Media coverage achieved by publishing articles on behalf of the company. Examples:    
[A Speaker with a Cute Lisp: How to Set Up a Voice Robot So That It Is Not Recognized as a Machine](https://ianavstreikh.pro/content/a-speaker-with-a-cute-lisp--how-to-set-up-a-voice-robot-so-that-it-is-not-recognized-as-a-machine)    
[No Kickbacks, No Connections: How to WinTenders Fairly](https://ianavstreikh.pro/content/no-kickbacks-no-connections--how-to-win-tenders-fairly)

New format for case studies and company presentations developed by me

Role

Copywriter  
Roistat  
Sept 2019 – Mar 2020

Responsibilities

Wrote marketing content about analytics and analytics systems:

Blog articles  
How-to guides  
Copy for landing pages  
Posts for social media  
Email marketing sequences

Key Results

High-quality marketing content about analytics and analytics systems.

Examples:    
[How to Evaluate User Behavior and Website Traffic](https://ianavstreikh.pro/content/how-to-evaluate-user-behavior-and-website-traffic-analytics)    
[Analysis of Contextual Advertising in Yandex.Direct](https://ianavstreikh.pro/content/analysis-of-contextual-advertising-in-yandexdirect)    
[Roistat Updates for February 2020](https://ianavstreikh.pro/content/updates-for-february-2020)

Role

Translator  
Awdee  
Dec 2018 – June 2019

Responsibilities

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

Key Results

Insightful materials for design professionals. Examples:    
[AI Will Replace Designers But It is Not Bad](https://awdee.ru/ai-will-replace-designers/)    
[Color Management: What It Is and How to Set Up Your Tools](https://awdee.ru/color-management/)   
[Who Will Make the Next Billion Websites?](https://awdee.ru/kto-sdelaet-sleduyushhij-milliard-sajtov/)

Role

Article Author  
VC  
Aug. 2018 - June 2019

Responsibilities

Wrote articles about startups and UX/UI design  
Translated articles for a non-English speaking audience

Key Results

Engaging articles worth reading. Examples:    
[Charge Your Phone Anywhere: Hourly Rental Service for Portable Batteries BattBox](https://ianavstreikh.pro/content/charge-your-phone-anywhere--hourly-rental-service-for-portable-batteries-battbox)    
[Like Amazon, Only Cheaper and with Slower Shipping – The Story of the Most Popular Shopping App Wish](https://ianavstreikh.pro/content/like-amazon-only-cheaper-and-with-slower-shipping--the-story-of-the-most-popular-shopping-appwish)    
[Make a Convenient Chat with Clients – 21 Design  Recommendations](https://ianavstreikh.pro/content/make-a-convenient-chat-with-clients--21-design-recommendations)

Role

Copywriter, Naming Specialist  
Logomachine  
Feb. 2016 - Mar. 2018

Responsibilities

Wrote texts for client landing pages, booklets, and leaflets  
Wrote Logomachine’s case studies  
Created brand names for clients

Key Results

Case studies on successful designs. Examples:    
[Ouhlala](https://ianavstreikh.pro/content/ouhlala)    
[Eazyway](https://ianavstreikh.pro/content/eazyway)

Naming for startups. Examples of original brand names I created:    
[Delive](https://delive.org/)    
[Mozen](https://mozen.io/)

Marketing texts for client needs