
MAKSYM CHERNYSH

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19/07/1986

Position

SEO specialist

Skills

Process Improvement; All about Google fines

Educational niche

.com; .co.uk; com.au

E-commerce

HTML, CSS, JS

.de; .at; .com

Additional skills

Settle disputes and disagreements with clients

Google Ads

Additional skills

Qualification

Not only do I use SEO techniques at the cutting-edge of Google's algorithm, but employ novel and unique methods overlooked or unknown to other search engine professionals.

Job history

12/2021 - 01/2023

SEO specialist

Devellar (edu projects)

- On/off-page optimization (co.uk, com, com.au);
- Competitor analysis;
- Work with texts;
- Online reputation;
- Site audit;
- Link building;
- Working with the behavioral factors;
- HTML, CSS;
- Budgeting and reporting;
- Getting websites out of search engine filters;
- Extension of the site structure;
- etc.

04/2021 - 07/2021

Senior SEO

Treeum (financial project minfin.com.ua)

- Optimization of outdated sections of the site;
- Analysis of individual sections;
- Working with the behavioral factors;
- Improvement of the rating of the section - exchange of currencies;
- Technical optimization;
- Analysis of competitors and methods of their promotion.

01/2020 - 07/2020

Senior SEO

Sharobella

- Solving global marketing challenges;
- Implementation of a new trend in the global SEO market;
- Development of a project promotion strategy;
- Writing of technical specifications for on-page optimization;
- Compilation and implementation of the semantic core;
- Development and control of the implementation of the site structure;
- Writing technical specifications for content;
- Off-page optimization (.de, .at, .co.uk);
- Analysis of competitors and methods of their promotion in European markets;
- Control over the timing and quality of the tasks;
- Analysis of statistical data;
- Link building;
- Successful teamwork;
- SEO consulting for clients of Sharobella agency;
- SEO at the stage of website development.

06/2018 - 08/2019

Senior SEO

Digital agency SEOguide

- Websites audit (technical parameters, backlinks, behavioral factors, comparison with competitors);
- Analysis of the reasons for the fall in traffic and drawing a promotion strategy (together with Team Lead);
- Communication with customers;
- Website optimization (on\off-page);
- Selection of requests for promotion;
- Control over the timing and quality of the tasks;
- Working with the behavioral factors of the website;
- Work and withdrawal of projects from the sanction of search engines;
- Worked with the website of a multimillion-dollar corporation in the USA.

11/2014 - 05/2018

Middle SEO specialist

Poltor

- Site analysis (technical parameters, readiness for promotion, comparison with competitors);
- Drawing up a promotion strategy, setting priorities, key performance indicators;
- Website optimization, preparation for promotion;
- Selection of requests for promotion;
- Semantic core development;
- Promotion of sites in search engines, achievement of desired indicators;
- Compilation of task for copywriters & programmers;
- Control over the timing and quality of the tasks;
- Accelerating the progress of the project / withdrawal from search engine filters.

11/2013 - 10/2014

Junior SEO specialist

Fitness24 (e-commerce)

- Website Optimization;
- Correspondence with webmasters to remove backlinks;
- Correspondence with Google employees;
- Writing terms of reference for texts;
- Work on increasing conversion;
- Buy backlinks;
- ADS;
- Donor selection for backlinks;
- Conduct regular website audits;

- Competitor analysis.

Languages

- English: Intermediate;

Education

2003 - 2009	Igor Sikorsky Kyiv Polytechnic Institute <i>faculty of Electronics</i>
2004 - 2008	The Opened International University of Human Development 'Ukraine' <i>faculty of Engineering Technology</i>