








# Mateusz Karpiński

Aktualnie pracuję jako specjalista ds. SEO. Jednocześnie w zespole międzynarodowym

## Contact

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## Education

- 2020 - 2021 Białystok University of Technology  
User experience design and internet analytics, Postgraduate studies
- 2018 - 2020 Białystok University of Technology  
Management and production of engineering, Master degree
- 2014 - 2018 Białystok University of Technology  
Management and production of engineering, Engineer degree

## Code language

- | Code language            | Programmes           |
|--------------------------|----------------------|
| • HTML                   | • Visual Code Studio |
| • CSS                    | • WebStorm           |
| • React                  | • Adobe Xd           |
| • JavaScript             | • Figma              |
| • TypeScript             | • Adobe Illustrator  |
| • Biblioteka Material UI | • Microsoft Office   |

## Language

- English B2
- French A2

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## Work experience

- 10.2020 -07.2022 **Junior SEO Specialist**  
WeNet Group S.A.
- 2022 **Web design - Furniture Zone**  
(Figma + HTML + CSS + React/ TypeScript)
- 10.2020-06.2021 **SegreApp mobile app design**  
Project within the postgraduate studies
- 09.2017 **Intern, AC Spółka Akcyjna, Białystok**
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## Educational experience

- 09.2018-06.2019 Student, Polytechnic Institute of Viana do Castelo, Portugal, Program Erasmus+
- 07.2017 Student, Summer School, Zhejiang University Ningbo Institute of Technology, China



## Skills

- Extensive knowledge and competences in the field of SEO / SEM. Optimization of websites in terms of Google search results. Selection of monitored phrases Analysis of the link profile, general visibility and the position of phrases. Ability to use tools: Senuto, Semrush, Ahrefs, Screaming Frog, Google Search Console, Google Analytics. Detecting errors in loading html and css resources. Building an SEO strategy based on the specificity of the client's industry and the assumed sales goals.
- Knowledge of the UX design path from research on users to the implementation of HI-Fi mock-ups.
- Building business models based on Business Model Canvas
- Sense of responsibility for projects
- Flexibility and adaptability to a new working environment
- Attention to detail
- Creativity



## Hobbies

- Technology
- Gym
- Traveling