



SERGEY VOSKANYAN

SPECIALTIES

Internet Marketing Specialist

PPC & SEO

Project Manager

ABOUT ME

AI-driven Digital Marketer with 12+ years of experience in SEO, automation, and business analytics. Specializing in no-code&low-code solutions (n8n, Make), GPT agents, and building data-driven marketing ecosystems. Proven track record of boosting organic traffic, reducing manual workload, and delivering scalable AI-powered systems for digital growth.

KEY SKILLS

- + PPC & SEO: Yandex.Direct, Google Ads, SEO Analytics
- + Analytics, Yandex.Metrica, Google Tag Manager
- + SEO: semantic core, internal/external optimization, technical SEO
- + Tools: S-Bitrix, Wordpress, Tilda, Google Search Console, Yandex Webmaster, Keys.so, Click.ru, Topvisor, Serp.tools, Photoshop, Figma, Canva and others

CORE COMPETENCIES

🔧 Tools & Tech

n8n, Make, Webhook, Telegram API, Google Sheets, PostgreSQL, JSON, GitHub, HTML/CSS, Vercel, v0.dev

🤖 AI & Automation

GPT-4o, Claude, Gemini, DeepSeek, Perplexity, OpenRouter, Prompt Engineering, AI Agents, Whisper API

📈 Digital Marketing

Google Ads, Yandex.Direct, GA4, GSC, Looker Studio, Yandex.Metrica, Yandex.Webmaster, Google Optimize, GTM, Ahrefs, Semrush, Keys.so, Topvisor, Goetlinks, Miralinks

🖌️ Content & Visual

Midjourney, Playground, Photoshop, Copywriting, Yandex Zen, VK, iOS apps

🔧 Project & Team Tools

Jira, Asana, Trello, Bitrix24, XMind, Miro

🌱 CMS & Development

WordPress, Bitrix, HTML/CSS, GitHub, Tilda

LANGUAGES

Armenian - native

English - B1

Russian - C2

MILITARY SERVICE

SENIOR LIEUTENANT

2007

CONTACT ME

PHONE NUMBER

+374 94 939 061

EMAIL ADDRESS

9779472723@mail.ru

LINKEDIN

[linkedin.com/in/sergey-voskanyan](https://www.linkedin.com/in/sergey-voskanyan)

GITHUB

<https://github.com/SerVoskanyan>

EDUCATION

MGUPP - MOSCOW

2003 - 2008

Master's Degree, Cybernetics and Applied Analysis

CERTIFICATIONS & TRAINING

+ SWIFTBOOK (IOS: UIKIT, OOP, MVC) - 2023

+ YANDEX.DIRECT (BASIC & PRO) - 2025

+ GOOGLE ADS, GA4, YANDEX.METRICA - 2020 - 2025

+ 1C: ACCOUNTING 8, ENTERPRISE 8.1 - 2008

+ ADVERTISING CERTIFICATE, BAUMAN MOSCOW STATE TECHNICAL UNIVERSITY - 2017

PROFESSIONAL EXPERIENCE

DIGITAL CONSULTING (FREELANCE) — REMOTE

July 2023 - Present

AI MARKETING SPECIALIST / HEAD OF DIGITAL

January 2025 - Present

- + Designed and implemented AI-powered solutions for SEO, content creation, and digital analytics
- + Automated business processes using n8n and Make: lead capture, chat handling, email parsing, Telegram notifications
- + Built end-to-end ETL pipelines: API → PostgreSQL / Google Sheets → GPT-driven analysis
- + Created and managed custom GPT agents for SEO clustering, content generation, and backlink auditing
- + Developed MVP analytics systems integrating GA4, GSC, Yandex Metrica, Webmaster tools
- + Led Telegram bot development for AI conversations, voice input (Whisper API), and content delivery

IT PROJECT MANAGER

July 2023 - January 2025

- + Managed remote teams (developers, content creators, analysts)
- + Oversaw CRM and portal implementation
- + Optimized workflows, improved KPIs across departments
- + Reduced manual work by 70%, increased content production speed x5
- + Boosted SEO traffic by 40%, improved conversions by 30%
- + Deployed lead processing bots - 100% request coverage, instant alerts, zero manual input

INTERNET MARKETER

Alfa Pro LLC - Moscow (Remote)

February 2023 - July 2023

- + Managed SEO and PPC campaigns: improved CTR, reduced CPA
- + Conducted UX audits, handled analytics, coordinated contractors

SWIFT DEVELOPER (COURSE)

SwiftBook - Yerevan

November 2022 - February 2023

- + Studied Swift, UIKit, MVC, and OOP principles

DIGITAL MARKETING SPECIALIST

DNA GROUP - Moscow

August 2014 - November 2022

- + Led 20+ projects (Bitrix, WordPress)
- + Increased client business by 25-30% annually
- + Promoted brands: Edding, DYMO, Parker, Tesa, WB, Ozon, Yandex Market

PPC SPECIALIST / PROJECT MANAGER

Tip-Top Auto - Moscow

August 2013 - November 2014

- + Launched e-commerce from scratch
- + Handled SEO, PPC, marketplace integrations, logistics, CRM

E-COMMERCE MANAGER

Studio Bagira - Moscow

November 2010 - August 2013

- + Managed operations, logistics, CRM
- + Increased monthly sales significantly

CONTENT MANAGER / WEB ADMIN

Caesar XXI-H - Moscow

February 2009 - September 2009

- + Maintained product catalogs, created banners
- + HTML/CSS content updates

1C PROGRAMMER

IMPULS-IVC - Moscow

September 2008 - January 2009

- + Deployed 1C systems, trained users, supported infrastructure