**Zhorniak Valerii Ruslanovych**

**Desired position:** SEO specialist;

**City:** Kharkiv, Remote;

**English:** B1 Intermediate;


**Phone:** +380 (95) 396 23 56 (**Telegram**);

**E-mail:** zhorniakvalerii@gmail.com;

**Link: Portfolio**, **LinkedIn**;

## Knowledge and skills

- Collecting and clustering the **semantic core**;

- Creating **Title, Description, H1** and other hierarchy of titles;

- **Technical audit** of the website (rules and parameters of robots.txt and sitemap.xml files, pagination and canonicality page settings, website mirrors. Analysis of duplicates, metadata, friendly URL, loading speed);

- -Writing a technical **task** for a **copywriter**, checking and placing the written content (articles, text for goods, services and their categories). Also, terms of reference for the **programmer** and **content-manager**;

- **Analysis** of the website and competitors (positions, errors, content, metadata);

- **Expanding the structure** of the site (adding new products, categories, articles, geolocations, language versions);

- Tools I work with: Google Search Console, **Ahrefs**, Screamingfrog, Google Ads Keyword Planner, UltimateKeywordHunter, Google Sheets (Excel), Google Docs (Word), SEO META in 1 CLICK, PageSpeed, Google Analytics, Adobe Photoshop, ChatGPT;

- Working in **Google Sheets (Excel)** with large data sizes (filtering, conditional formatting, and applying various functions);

- Building a **link building** strategy, arranging for the placement of **outreach** articles;

- Layout of semantic and valid **HTML** texts;

- Creating, filling with content, and editing pages in the administrative panels **WordPress, OpenCart, MODX, Bitrix, Joomla, Tilda, Wix.**

# Certificates and diplomas
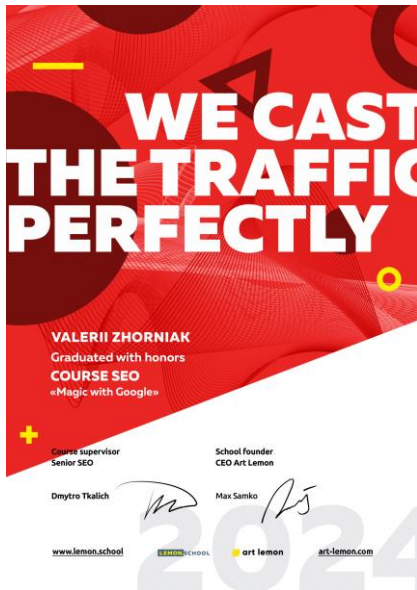


Two-month

SEO-specialist course 2024



Master's Diploma



Certificate

Elementary level (A1-A2)

# Work experience

**Gunzagoogle** (January 2024 - September 2024 (8 months)) — SEO-specialist

Throughout his career, he has been successfully optimizing websites on Google. Among them are websites for goods and services: legal, medical, flower delivery and sale, housing rental and sale, programming courses, and interior design. He also has experience in promotion to Ukraine, the USA, Canada, Poland, the UAE, and Cyprus.

## Responsibilities

- Collecting and clustering the semantic core;

- Create Title, Description, H1, and other heading hierarchy;

- Technical audit of the site (rules and parameters of robots.txt and sitemap.xml files, pagination and canonicality page settings, site mirrors. Analysis of duplicates, meta-data, friendly URL, loading speed);

- Writing a technical task for a copywriter, checking and placing the written content (articles, text for goods, services and their categories). Also, terms of reference for the programmer and content-manager;

- Analyzed the website and competitors (positions, errors, content, metadata);

- Expanded the structure of the site (adding new products, categories, articles, geolocations, language versions);

- Worked in Google Sheets (Excel) with large amounts of data (filtering, conditional formatting, and applying various functions);

- Tools I worked with: Google Search Console, Screamingfrog, Google Ads Keyword Planner, UltimateKeywordHunter, Google Sheets (Excel), Google Docs (Word), SEO META in 1 CLICK, PageSpeed, Google Analytics.

Successful cases in the **Portfolio**.


**Aweb** (June 2022 - October 2023 (1 year, 9 months)) — Content-manager

During the entire period of work, I was engaged in the layout of texts from Google Docs to HTML, then created a page on the site and posted content on it through MODX. I also edited content and layout blocks on old pages, created and edited images in Adobe Photoshop, and wrote small texts for pages.

## Responsibilities

- Created semantic and valid HTML texts;

- Created, filled with content, and edited pages in the MODX admin panel;

- Created and edited images in Adobe Photoshop;

- Worked in Google Sheets (Excel) with large amounts of data (filtering, conditional formatting, and applying various functions);

- Wrote, updated, edited small texts for pages.

The sites I worked with in the **Portfolio**.


**Aweb Systems** (January 2021 - February 2022 (1 year, 1 month)) — SEO-specialist, Content-manager

For the first 4 months, I worked as a content manager. I was engaged in layout of texts, created a page on the site and posted content on it through various CMS: WordPress, OpenCart, MODX, Bitrix, Joomla, Tilda, Wix. I also edited content and layout blocks on old pages using HTML, CSS, and JavaScript.

Later, I completed an internship and became an SEO specialist and successfully optimized websites on Google. Among them were websites for goods and services: legal, medical, equipment repair, housing rental, installation and dismantling, and interior design.


## Responsibilities

- Collection and clustering of the semantic core;

- Create Title, Description, H1, and other heading hierarchy;

- Built a link building strategy, negotiated the placement of outreach articles;

- Technical audit of the site (rules and parameters of robots.txt and sitemap.xml files, pagination and canonicality page settings, site mirrors. Analysis of duplicates, meta-data, friendly URL, loading speed);

- Writing a technical task for a copywriter, checking and placing the written content (articles, text for goods, services and their categories). Also, terms of reference for the programmer and content-manager;

- Analyzed the website and competitors (positions, errors, content, metadata);

- Expanded the structure of the site (adding new products, categories, articles, geolocations, language versions);

- Worked in Google Sheets (Excel) with large amounts of data (filtering, conditional formatting, and applying various functions);

- The tools I worked with: Google Search Console, **Ahrefs**, Screamingfrog, Google Ads Keyword Planner, UltimateKeywordHunter, Google Sheets (Excel), Google Docs (Word), SEO META in 1 CLICK, PageSpeed, Google Analytics;

- Produce semantic and valid HTML-texts;

- Created, filled with content and edited pages in the administrative panels WordPress, OpenCart, MODX, Bitrix, Joomla, Tilda, Wix;

- Created and edited images in Adobe Photoshop.

The sites I worked with in the **Portfolio**.