



**Zhorniak Valerii Ruslanovych**

**Desired position:** SEO-specialist;

**Date of birth:** 25.01.1999;

**City:** Kharkiv, Remotely;

**Contact information**

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**Portfolio:** <https://valeriizhorniak.github.io/seo-portfolio/>;

## **Key knowledge and skills**

- **Semantic core:** Collecting keywords, clustering;
- **Analysis:** Analysis of the site (positions, errors, content, metadata). Competitor analysis. Analysis of the effectiveness of promotion: reporting;
- **Optimisation:** Optimisation of content, linking, tags, and meta tags;
- **Terms of reference:** Drafting technical specifications for copywriters, content managers, and programmers. Creating a content plan;
- **Tools:** Ahrefs, Semrush, Google Search Console, Serpstat, Screamingfrog;
- **Link Building:** Building a link building strategy, outreach of articles;
- **HTML/CSS:** Semantic and valid layout of SEO text (tables, lists, images, FAQ block). Editing the website layout (correcting errors and adding new blocks);

- **CMS (WordPress, OpenCart, MODX, Bitrix, Joomla, Tilda, Wix):** Creating, filling and editing pages in the administrative panel;
- **Adobe Photoshop:** Removing backgrounds, resizing, generating new images;
- **Copywriting:** Monitoring, checking, updating and writing small pieces of text;
- **Search:** Independently checking and searching for relevant and up-to-date information for the website;
- **Responsibility:** High productivity and quality work. Daily management and implementation of the plan. Monthly report on the work done.

### **Work experience**

**Aweb Systems** (2020-2022) - Seo specialist, Content Manager. Collection and clustering of the semantic core, in-depth analysis of the site, content optimisation, preparation of audits and technical specifications, as well as link building.

**Aweb** (2022-2023) - Content manager. Work in CMS (MODX), text layout (tables, lists, images, FAQ block), editing text and layout blocks, searching and updating information, creating images in Adobe Photoshop, and creating text for coupons.

**About me:** responsible, hard-working, result-oriented, attentive to details.