



ARTUR YUSUPOV

- *Front-end Developer. + Wordpress, Shopify, Wix.*
(basic level in backend)

additional skills:

- *SEO*
- *SMM*
- *CRM (development, integration)*

I am a citizen of Ukraine, and I have higher education, having graduated from the Higher Technical University (VNTU). My degree is as a specialist in computer systems and networks.

After graduating from university, I worked briefly as a system administrator. In parallel, I specialized in the development of hardware and software on the Arduino platform, focusing on automatic control systems for restaurant equipment.

However, I wanted more creative freedom and was attracted to the idea of working remotely from anywhere in the world. I started to take an interest in web development, and during my studies, I created my first 2 Internet projects - an information site from which I began to earn some money (Google AdSense), and the second was my first online store. To promote my own projects, in addition to web development, I began to study related areas such as SEO, SMM, copywriting, E-commerce, and fundamental business concepts.

As a developer, I chose the Front-end development area. I started working as a freelancer. I had several customers concurrently on platforms such as Freelancehunt, Upwork, Freelancer, etc. My experience in related fields helped me keep one client for a long time. I offered him, in addition to creating a site from scratch, services like SEO-promoting it, SMM, and filling the site with articles. Later, I delegated the work of SMM and copywriting to my partners, who specialized in this.

Over the past few years, I have become more interested in web development and have moved away from the concept of freelancing. Instead, I switched to full-time remote work in companies that serve clients from the USA, ES, DE, LT, and PL. My experience goes beyond web development as I am continuously improving my skills in SEO, SMM, and E-commerce.

I approach each project comprehensively, prioritizing important aspects such as attractive modern design, UX/UI, technical optimization, SEO, adaptability, and security. This way, I provide the client with a fully functional product that can increase conversion.

PROFESSIONALS SKILLS

Web Development Stack Technologies

- HTML5+CSS3
 - Flexbox & Grid
 - adaptive/responsive design (testing with DevTools, BrowserSync, LT Browser, Google PageSpeed Insights, Google mobile-friendly test);
 - SASS/SCSS/LESS
 - **CSS Frameworks:** Bootstrap, Tailwind CSS
 - JavaScript;
 - PHP (basic level - editing, function redefinition for specific tasks themes and plugins. Creating custom themes/simple plugins);
 - MySQL;
 - Gitlab/Github.
 - Code editors – Visual Studio Code, Notepad++, Sublime Text, Atom
- Code cleanliness:**
- Write code based on methodology BEM;
 - Pay attention to technical optimization and site security;
 - I take into account the aspects of site accessibility (accessibility of the site from the keyboard, Screen Readers);
 - I have the skills of SEO-optimization of the site, taking into account the ranking factors from Google.

Website builders and SaaS:

- Shopify
- WIX (EditorX, VELO)
- Webflow
- Squarespace
- Tilda

CMS: *Wordpress*, Prestashop, Joomla!, OpenCart, MODX, Drupal and others (I don't see much difficulty, even if it's new to me)

Experience with WORDPRESS:

- Creating and editing custom themes/simple plugins;
- Woocommerce
- Advanced Custom Fields (ACF)
- AMP
- Hooks Wordpress

- REST API
- Taxonomy
- custom posts types
- custom fields
- creating queries with wpdb

Wordpress builders:

- Gutenberg (+Stackable), Elementor, Wpbakery page builder, Divi etc

Prototyping Tools:

- Figma
- Adobe XD
- Avocode
- Zeplin

Moodboards - creating and working with them

- Working with hosting / domain name registrar, Google Cloud Platform (GCP);
- Creating a website from scratch based on clean code HTML/CSS/JS, or using frameworks, custom code (in CMS), page builders. In web development, I adhere to the basics of BEM - methodology;
- Editing, function redefinition for specific tasks themes and plugins. Creating custom themes/simple plugins;
- Internal technical optimization (according to Google PageSpeed, Gtmetrix);
- Responsive website development;
- Translation of the site into another language, adding other languages of the site versions;
- Technical support. Filling the site with content, products. Site administration.
- Gitlab/Github;
- Working with methodologies Agile, Scrum, Kanban.

When developing websites, I pay special attention to modern design, adaptability, technical optimization, SEO, UX/UI and security. I develop websites using pure HTML5/CSS3 and Javascript code, and I also have experience website creation based on platforms like Wordpress, Shopify, WIX.

AI TOOLS:

- ChatGPT - for create articles, descriptions, help with code, ideas, etc.
- Midjourney, Stable Diffusion, Leonardo Ai, etc - use to create designs for my POD stores on Etsy.

SEO

- Technical SEO-optimization based on indicators Google pagespeed, GTMetrix, Core Web Vitals.
- Site audit and analysis of search queries;
- Internal website optimization (technical and SEO);
- Basics of UX/UI design
- Semantic Core of SEO Keywords;
- CRO (conversion rate optimization)
- Copywriting;
- Optimization of product cards;
- External promotion;
- Link building;
- Google My Business
- Outreach;
- Crowd marketing.

SEO-tools:

- Google Search Console
- Bing Webmaster Tools
- Google My Business
- Google Analytics
- Google Tag Manager
- Serpstat
- SERanking
- SEMRush
- Moz
- Ahrefs
- Hotjar
- Google Keyword Planner
- Google Trends
- Ubersuggest
- Answer The Public

I understand how search engines work, how important internal site optimization is. Adaptive version of the site, thoughtful User Experience design. Site audit, technical and SEO optimization as a basic stage for further external promotion and development of the project. I follow the latest trends and news in SEO and web development. During SEO optimization and promotion, I rely on the cheat sheet of 200+ known Google ranking factors and the latest updates and news on search engine principles. I use these tools in my work: Google Analytics and Google Search Console, SE Ranking, Semrush, Ahrefs, Moz etc.

SMM

- Facebook
- Instagram
- TikTok
- Pinterest
- Reddit
- Tumblr
- LinkedIn
- Youtube

SMM-tools:

- Meta Business Suite and Business Manager
- Facebook Pixel (Woocommerce, WIX, Shopify)
- Canva

I know how to make a group/account on social networks interesting, with high quality and popular content, building subscribers, potential customers.

Creation and promotion of pages and groups in social networks such as Facebook, Instagram, Pinterest, Tik-Tok. I use such tools as Meta Business Suite, Facebook Ads Manager. Also, I can set up and launch targeted advertising on other social platforms.

(I mainly use this knowledge to promote my own projects.)

CRM INTEGRATION

- Bitrix24
- Salesforce
- AmoCRM
- RetailCRM

E-COMMERCE

Tools and platforms to work with E-commerce and digital marketing:

- Salesforce
- HubSpot
- Tableau Software
- Bitrix24

My own online stores that work on the POD and Dropshipping principle based on:

- Etsy
- Ebay

Wordpress (WooCommerce), Shopify

Design / Graphics

Graphic Editors: Figma/ Adobe Photoshop / Adobe Illustrator / Corel Draw / Canva

Video editors: Movavi, DaVinci Resolve.

I have experience in creating video content for Youtube and its subsequent promotion.

EMAIL-MARKETING

- MailChimp
- UniSender
- SendPulse
- Sendinblue

Experience with working tools

- Experience with Google Cloud Platform (GCP)
- Google Workspace
- Google docs
- with video conferencing services Zoom, Google meet, etc.
- Team Viewer, Anydesk
- Redmine, Bitrix
- English at the level of reading technical documentation

METHODOLOGYs

- AGILE
- SCRUM
- KANBAN

SOFT SKILLS

- Time management and self-discipline;
- Interest in the profession and the ability to fast learn new knowledge;
- The ability to bring the work I started to the end;
- Communication and ability to work in a team;
- Integrity and work ethic;
- Problem-solving.

LANGUAGES:

- english (B2)
- spanish (A2)
- ukrainian
- russian

HOBBIES:

- **SPORT**
To improve health, produce dopamine, and just to somehow distract myself, I go in for sports - strength exercises, running, long cycling.
- **READING**
Every morning, during physical exercises and breakfast, starts with audio books (business, investing, self-development, psychology). I also read the latest news from the world of IT, AI, blockchain and cryptocurrencies.
- **METAVERSES**
In my free time, I study GameDev. Start with Unity (C#), and UEFN - Fortnite (Verse). The ultimate goal is to become a professional metaverse developer within a few years.
- **MY PROJECTS**
Several online stores and YouTube channels that bring me additional semi-passive income. But the main pleasure from them is the creation of useful creative value. Using knowledge in the field - WebDev, E-commerce, SEO, SMM.

MY CONTACTS

Phone: +34642413967 (Whatsapp)

Email: web.sunline@gmail.com

Website: <https://yusupovwebart.github.io/Portfolio/>