

# OGNEN DZABIRSKI

## SEO/SEM specialist/Content creator

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<https://www.upwork.com/freelancers/~01a33a2a538d0aa747>

Skopje, North Macedonia



## EXPERIENCE

### SEO specialist / Content creator / SEM consultant

#### Jiu Jitsu Legacy

2019 - Present Remote work (based in Skopje, North Macedonia)

Highly rated blog, news and store website about Brazilian Jiu Jitsu.

- Complete keyword research and detailed competitive website analysis;
- Content scheduling, off-site and on-site SEO, content editing;
- Content creation: wrote over 150 SEO optimized, ranking articles on various subjects.
- Increased organic traffic from 10K to 22.7K in three months;
- Coordinated a team of 5 writers to write 10+ SEO articles each every week;
- Social media marketing manager on Facebook and Instagram;
- Coordinated ad campaign development and Facebook advertising;
- Ranked the website among the top 5 SERP results on multiple niche keywords;
- Optimizing PPC campaigns, developing and implementing digital marketing strategies;
- Stayed up-to-date with the newest SEO/SEM guidelines and trends.

### Digital Marketing Manager

#### bjjcampfinder.com

2019 - 2021 Remote work (based in Skopje, North Macedonia)

A website that helps people locate and sign up for Jiu-Jitsu camps around the world.

- Handled social media accounts and created online marketing campaigns for target audience;
- Tracked ongoing campaigns to prepare reports on their functions;
- Original social media campaigns and mobile marketing;
- Coordinated a team of 3 social media managers.

### SEO Specialist & Content Creator

#### BJJ World

2017 - 2022 Remote work (based in Skopje, North Macedonia)

One of the leading websites about Brazilian Jiu-Jitsu.

- Complete keyword and competitive research;
- Wrote all SEO articles on the website from 2017 - present (in excess of 800 in different categories);
- Made alterations to the ongoing campaigns to increase clicks per ad;
- Implemented complete SEO strategy, and performed off-site and on-site SEO management.

### SEO Specialist, Content Writer & Social Media Marketing

#### bjj-usa.com

2015 - 2017 Remote work (based in Skopje, North Macedonia)

A pioneering blog about Brazilian Jiu-Jitsu (no longer active).

- On-site and off-site SEO, keyword research;
- WordPress management;
- Created social media pages like Facebook and Instagram;
- Handled social media accounts and created online marketing campaigns for target audience.

## ACHIEVEMENTS



### 8+ Years of active work in the SEO and SEM field

And staying up to date with the latest trends and developments.



### Written and edited over 1000 high-ranking copyright articles and counting

Creating is a passion.



### Ran successful ad campaigns for events, websites and e-commerce

There is always an original way to be original.

## SKILLS

Ahrefs

SEranking

Tailwind

Hootsuite

WordPress

Google Analytics

YoastSEO

RankMath

Headline Studio

Meta Business Suite

Semrush

Google Search Console

Ryte

Searchmetrics

Keyword research

Competitor analysis

Target audience analysis

Image optimization

Campaign and content calendars

Web design

UX skills

Content creation

MS Excel

Problem solving

Communications

Idea generation

Critical thinking

## EXPERIENCE

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### Ghost Writer/Content Researcher

#### Various websites

📅 2016 - Present 📍 Remote work (based in Skopje, North Macedonia)

Ghost writing and/or content editing/SEO optimization

- SEO content creation;
- SEO optimization of articles per request about Jiu-jitsu, Judo, veterinary medicine and fitness health & lifestyle.

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### Associate

#### Food & Veterinary Agency

📅 2014 - 2020 📍 Skopje, North Macedonia)

Competent government authority in the field of food safety and veterinary medicine

- Oversight for imported food safety control at border posts;
- Coordinated 9 veterinary inspectors working on border posts;
- Managed the official agency website.

## EDUCATION

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### Masters Degree (Title of Doctor of Veterinary Medicine)

**SS Cyril and Methodius University Skopje (UKIM) / University of Veterinary Sciences Brno, Czech Repblic**

📅 2005 - 2011

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### PhD in Forensic Veterinary Epidemiology

**SS Cyril and Methodius University Skopje (UKIM)**

📅 2017 - 2022

## TRAINING / COURSES

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- **Auhority Hacker On-Site SEO Blueprint**
- **Authority Hacker Keyword Research**
- **SemRush Advanced Content Marketing**
- **SemRush PPC Fundamentals**
- **SemRush Advanced Competitive Research**
- **Certificate in Advanced English (Cambridge University)**

## PASSIONS

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**Brazilian Jiu-Jitsu black belt coach**



**Animal photography**