

Ivan Mikhailik

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Junior SEO Specialist

A results-oriented Junior SEO Specialist with 6 years of hands-on experience managing the full lifecycle of e-commerce projects. Proven ability to architect SEO-friendly site structures, manage complex technical deployments (including platform migrations and international launches), and coordinate effectively with development teams. Seeking to apply a deep understanding of CMS, web technologies, and e-commerce operations to drive search engine visibility and business growth.

WORK EXPERIENCE

Freelance

Webmaster & E-commerce Project Manager

10/2023 – Present

- Managed the end-to-end development of multiple e-commerce websites from concept to launch (including Snackoland.lv, Cartex.lv, Medusveikals.lv).
- Led complex projects involving platform migration (Multipack.lv) and international expansion into new markets (Mobilo.lv).
- Designed and implemented SEO-friendly site architectures, category structures, and user navigation systems based on competitor and market analysis.
- Handled all technical aspects including CMS configuration, module integration, hosting management, and deployment from staging to production environments.

Libellum SIA

Website Administrator & E-commerce Project Manager

02/2022 – 10/2023

- Managed and automated mass product data imports from various supplier feeds, ensuring data accuracy and integrity on the live site.
- Optimized on-page SEO elements (meta titles/descriptions, content) and refined the site's category structure for improved UX and crawlability.
- Collaborated with third-party developers to debug and customize modules, enhancing website functionality to meet specific business needs.
- Oversaw all hosting-related tasks, including file management, bug resolution with support, and managed a staging environment for safe testing of all updates.

Evelatus SIA

IT Project Manager

Riga, Latvia • 12/2020 – 01/2022

- Led projects to integrate complex supplier product data feeds into the company's e-commerce ecosystem across three countries.
- Managed the development of a custom data synchronization system between the central warehouse inventory and three international websites (LV, LT, EE).
- Oversaw the development of custom payment and delivery modules with external vendors to adapt the CS-Cart platform for specific European market needs.
- Initiated and managed the development of a new international corporate website on Tilda and led the implementation of a new CRM system for retail and B2B sales teams.

Website Administrator

Riga, Latvia • 02/2019 – 12/2020

- Administered and performed on-page optimization for product catalogs across three international sites (LV, LT, EE), including content, images, and pricing.
- Managed product data feeds for various marketplaces, ensuring accuracy and optimizing product visibility based on key search queries.
- Collaborated with the marketing department and translators to execute promotional campaigns and ensure full content localization for Lithuanian and Estonian markets.

SKILLS

SEO & Analytics: Ahrefs (Basic), Basic SEO Strategy, Competitor Analysis, Google Analytics, Off-Page SEO Fundamentals, On-Page Optimization, SEO-Friendly Site Architecture, Technical SEO (robots.txt, sitemap.xml)

E-commerce & CMS Platforms: Advanced Catalog Management, Custom Module Scoping, Data Exchange Setup, OpenCart, Prestashop, Shopify, Tilda, WooCommerce

Web Technologies: CSS, Data Handling (XML, CSV, JSON), HTML, MySQL

Project Management & Tools: Asana, Jira, Managing Multiple E-commerce Projects, Notion, Trello