

# MYKHAYLO KOBLYYUKH

SENIOR CONTENT MANAGER + SEO SPECIALIST

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📍 Lviv, UA

## SUMMARY

6 years in E-commerce. Keyword research, structure development, content writing title, description, h1, technical tasks for technical optimization, content, usability, web analytics, link building. Managing over 5K products in Open Cart.

## EXPERIENCE

### Senior Content Manager + SEO specialist

BRWmania

⌚ 6 years 1 month

📅 Nov 2019 - Current

📍 Lviv, UA, Hybrid

- Improved website ranking through 100+ search queries (+20% website visits)
- Used automation tools to increase products managing (+50% time efficiency)
- Wrote tech task for developers to improve UI and performance
- Centralized data with Google Docs formulas (+50% time efficiency)
- Regularly improved Google Search Console and Google Analytics metrics (+10% more clients)
- Generated SEO optimized texts with AI detection rewriting for product items and categories
- Maintained over 1.7K items on Rozetka marketplace

### UI Engineer

EMV-Energo

⌚ 7 years 8 months

📅 Jun 2011 - Sep 2019

📍 Lviv, UA

- Collaborated with developers to deliver projects on time and aligned with business goals
- Improved development efficiency by preparing reusable UI components library

## SKILLS

- **Google Instruments:** Google Analytics, Google Looker Studio, Google Tag Manager, Google My Business, Google Search Console, Google Ads, Google Analytics Debugger, Google Sheets
- **SEO Tools:** Serpstat, Ahrefs, SimilarWeb, Netpeak Spider, Netpeak Checker, Screaming Frog SEO Spider, Key Collector, Chrome DevTools, WASP.inspector, Zennoposter.
- **Technologies:** HTML, CSS, JavaScript, RegExp, XPath.

## LANGUAGES

**English** Upper Intermediate B2  
**Polish** Upper Intermediate B2

## EDUCATION

**Computer-Integrated Technologies**

📅 2006 - 2011

📍 Lviv, UA

Lviv Polytechnic

**English class**

📅 1995 - 2006

📍 Lviv, UA

Gymnasium 'Evshan'