MYKHAYLO KOBYLYUKH
SENIOR CONTENT MANAGER

✉ kobylyukh@gmail.com   ☎ +38 068 620 84 94   ◉ 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; web analytics, SEO optimised text for product items and categories. Managing over 5K products in Open Cart.

EXPERIENCE

Senior Content Manager + Copywriter + SEO specialist

BRWmania   ⧗ 6 years 1 month   🗓 Nov 2019 - Current   ◉ Lviv, UA, Hybrid

- Streamlined pricing management by centralizing data with Google Docs formulas, achieving 4× faster price updates across multiple clients.
- Recovered and validated product color data after a site crash, ensuring 100% data accuracy for the catalog.
- Enhanced pricing data security in Google Docs, reducing the risk of unauthorized access and errors.
- Automated stock availability updates on Rozetka using Excel inventory integration, delivering 4× faster and more reliable updates

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

- **Instruments:** Google Analytics, Google Looker Studio, Google Tag Manager, Google My Business, Google Search Console, Google Ads, Google Sheets, Serpstat, Ahrefs, SimilarWeb, Netpeak Spider, Netpeak Checker, Screaming Frog SEO Spider, Key Collector, Chrome DevTools, Google Analytics Debugger, WASP.inspector.
- **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'