

# 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. Writing SEO optimised text for product items. 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

- 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)
- Wrote SEO optimized text 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'