MYKHAYLO KOBYLYUKH

SENIOR CONTENT MANAGER + SEO SPECIALIST

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SUMMARY

6 years in E-commerce. Keyword research, site structure development, content creation (title, description, h1) technical SEO, web analytics, link building. Managed 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 for 50K+ search queries (+20% website organic traffic)
- Wrote technical specification for developers to enhance UX/UI and site performance
- Analyzed search queries and on-site behavior patterns to optimize internal linking structure (+20% pages per session)
- Optimized Google Search Console and Google Analytics metrics (+10% clients growth)
- Generated SEO-optimized content using AI tools with rewriting for product pages and categories
- Implemented automation tools for product management (+50% work time efficiency)
- Maintained and promoted over 1.7K products 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 Search Console, Google Analytics Debugger, Google Sheets
- **SEO Tools:** Serpstat, Ahrefs, Screaming Frog SEO Spider, Chrome DevTools, WASP.inspector, Zennoposter.
- **Technologies:** HTML, CSS, JavaScript, RegExp, XPath.

LANGUAGES

English	Upper Intermediate B2
Polish	Upper Intermediate B2

EDUCATION

Computer-Integrated Technologies
Lviv Polytechnic   📅 2006 - 2011   📍 Lviv, UA

English class
Gymnasium 'Evshan'   📅 1995 - 2006   📍 Lviv, UA