**IVO DACHEV**

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**SUMMARY**

**Latest Technologies Used & Experience**

* **1 to 2 years**: AngularJs, Angular Flex-Layout- versions 2-to-13, RxJS, .NET Core 3+, .NET 5, Git, Azure DevOps Repos & CI/CD Pipelines; Azure Static Websites via Blob Storage, Azure Application Insights, Azure Web Apps & Services, Microsoft Authentication Library (MSAL) SSO for Angular, Microsoft Graph, Power BI, TypeScript 2.5+; Microsoft’s Bot Framework 4, Elastic Frameworks, ServiceStack, Text analytics/NLP, Entities, Google Cloud NLP API, PostgreSQL, Oracle Database, AutoCAD API, Elastic Search, Bamboo, RabitMQ, GraphQL API.

**Previous Technologies Used & Experience**

* **2+ Years** - ASP.NET 2.0, Angular 13, 14, 15, Angular Material, Angular PrimeNg, Code First Migrations C#, Open Maps, Webpack, Python (Django app), Node.js, Protractor, Selenium, C# Unit Tests, Mongo DB, Google Charts & TFS API, Swagger Open API, AdTech, HTML5, SCSS, Visual Studio Code, Swagger & Postman, AWS Cloud, AWS Lambda Functions.
* **3+ Years**: Team Foundation Server (TFS), PCI compliance & working credit card API’s.
* **4+ Years**: Angular-UI, Bootstrap 3,4,5, CSS3, RESTful API/WebAPI, JSON, responsive design & single page applications (SPA).
* **5+ Years**: ASP.NET MVC, .NET C#, Entity Framework, LINQ, JavaScript, JQuery, SVN, Visual Studio, building MSSQL & MySQL databases.
* **6+ Years**: Configuring & Managing SQL, IIS, CMS (Drupal, Wordpress), Windows Server, DNS, firewalls & load balancers.
* **8+ years:** Successfully implemented SEO, SEM strategies for small and big traffic websites, third parties API Integration, LLMs.

**Technical Tools:** HTML5, CSS, SCSS, XML, JavaScript, Typescript, Angular10-15, JQuery, Bootstrap (3,4,5), Python, Ajax, C#, .Net Core, .Net 5, SQL Server, SSMS, ASP.NET MVC, .NET Web API, Swagger, ADA,WCAG 2.0/2.1, Telerik Kendo UI, ORM, Entity Framework, Web Accessibility, OOP, Git, SVN, TDD, Azure, Microservices, Identity Server. Automation testing with Cypress, Selenium, Teamcity, Octopus.

**WORK EXPERIENCE**

**SEO/Product Owner/Developer 01/2024 – Present**

**1BuilderMedia Marketing LLC, California Unemployment Department Sacramento, Ca**

* Drove the vision and execution of comprehensive SEO strategies, integrating sensibilities around user-experience, design, and engineering to achieve significant gains in organic traffic and business performance for California EDD.
* Owned the development and prioritization of content roadmaps, building net-new, scalable pages and leveraging advanced **Large Language Models (LLMs)** to enhance content quality and relevance.
* Developed exhaustive creative briefs for cross-functional teams and managed multiple stakeholder work streams to deliver on business objectives.
* Created and presented comprehensive performance reports, utilizing Google Analytics, Looker, SEMRush, and ScreamingFrog to measure success and evangelize SEO wins internally**.**

**Hands On SEO Architect, .Net 6 09/2023 – 01/2024**

**Incedo Inc / LPL Financial, Remote Sacramento, Ca**

* Conducted comprehensive SEO audits and developed a roadmap for improving on-page and off-page SEO, LLMs implementation.
* Implemented keyword targeting strategies that resulted in a 23% increase in organic search traffic in 3 months
* Integrating with existing infrastructure and Codebase in place.
* Refactored website codebase for SEO best practices, reducing page load times and enhancing crawlability
* AWS CI/CD pipeline setup, Teamcity, Octopus.

**Software engineer, Architect, Business Analyst, .Net 6, Angular 15 02/2023 – 07/2023**

**CSSI Inc (Federal Aviation Administration), Remote Sacramento, Ca**

* Solemnly responsible for gathering Business requirements and creating new architecture for implementation of a brand-new app from scratch.
* Building a full-fledged app to act as an aggregate/hub for various smaller existing, outdated FAA SharePoint tools.
* Backend: Net6 API with Swagger Interface, Code-first approach, Database first approach, PostgreSQL, Oracle database, implemented RabbitMQ message-oriented middleware model.
* Front-End: Angular 15, template-driven forms, PrimeNg controls.
* Azure DevOps setup, CI/CD pipeline flow.

**SEO Architect/Angular 13/API 09/2022 – 12/2022**

**SF Fire Credit Union, Contract, Remote Sacramento, Ca**

* Managed SEO and content marketing efforts for multiple locations, increasing organic traffic by an average of 19% in 3 months.
* Converting the old interface into Angular 13, substantially improved UI/UX.
* Implemented Azure CodePipeline for new ServiceStack v5 code base, IIS10 Configuration

**Integration Engineer / API, Angular 13 10/2021 – 09/2022**

**Atos Syntel - HCA Healthcare, Full-time, Remote Sacramento, Ca**

* Analyzing Business requirement and architecting the UI interface together with API team.
* Converting existing .Net-Kendo UI old Interface into modern mobile responsive Angular 13 interface, implemented Elastic search.
* API design and implementation, Cypress testing automation.
* Created a brand new Angular 13 app leveraging Angular Material controls such as their multi-select dropdowns, auto-complete search fields & data tables with filtering.
* Implemented auto-scrolling on data tables for a seamless user experience with lightning-fast queries by structuring the .NET 5 APIs to return small incremental batches of data.
* Pushed user form data instantly into browser screens via Angular Reactive Forms while simultaneously posting the data back to the .NET 5 APIs behind the scenes.
* Utilized Angular Flex Layout to make the app responsive for each user’s device.
* Implemented AWS CodePipeline for Angular in S3, Lambda Functions utilized Atlassian’s Bamboo.
* Create and configure a MongoDB database, define collection and schema, perform MongoDB CRUD and feature operations from a web API, customize JSON serialization.

**.Net Core – Angular Engineer, Architect 11/2019 – 2021**

**Self-employed 1Buildermedia Marketing**

* WIP: Design-Build .NET 6 MVC Microservices, Identity Server Integration with Azure Service Bus, Gateways.
* Building new Windows Form App using .Net 4.5, C#, .NET Entity Framework and SSMS.
* Build an app with ASPNET Core API and Angular10.

**Software Engineer C#, .Net Core Engineer 04/2019 – 11/2019**

**OnCore LLC (California Department of Conservation) Sacramento, Ca**

* Built new modules using .Net 4.5, C#, .NET Entity Framework and SSMS.
* Resolved over 100 ADA/Web accessibility assignments.
* Developed new .Net Core modules.
* Created large-scale healthcare projects involving multiple interfaces from external systems.
* Utilized technology such as Visual Studio, TFS, C#, .Net Core, SQL, SQL Server 2017, Telerik Kendo UI, JavaScript, JQuery, Bootstrap 4.

**Web Developer** **09/2018 – 04/2019**

**Ivo Dachev, LLC Sacramento, CA**

* Built dating website using ASP.NET Core, Angular 6.
* Completed Udemy training and received certificates in C#, .NET Core, TDD technologies.
* Utilized technology such as CSS, HTML5, JavaScript, Typescript, JQuery, Angular 6, C#, .Net Core, ASP.NET Web API, SQL Server, Bootstrap 4, Node.js.

**Web Developer** **09/2017-09/2018**

**Sutter Health** **Sacramento, CA**

* Built turnkey ADA complaint landing pages for the Sutter Health marketing campaigns.
* Designed and implemented an efficient version control process architecture and workflow for Dev team collaboration and document control and management.
* I collaborated with back-end development team to leverage their web services and APIs into my projects.
* Facilitated scrum methodology on code reviews to issue and ensure standards for the team.
* Utilized technology such as CSS, SCSS, HTML5, JavaScript, JQuery, Bootstrap 3, Bootstrap 4, Tortoise SVN, Selenium, Gulp, Webpack, ADA, JAWS.

**Web Developer 03/2017 – 09/2017**

**SF Website Design San Francisco, CA**

* Developed and managed web portals and optimized revenue generating websites including front and backend.
* Created and managed marketing campaigns and PPC ads for clients.
* Utilized technology such as Python, API OAuth, SEO, SEM, Wordpress, .Net Core, Angular 6

**Software Developer in Residence 10/2016 – 03/2017**

**Coding Dojo San Jose, CA**

* I received the Scholarship for Entrepreneurs from Coding Dojo, a software development boot camp and Developed platform independent full CRUD RESTful web applications using Python, DJango, MySQL and MEAN stack.
* Created a semi-automated content creation with Topical classification followed by content syndication.
* Utilized technology such as Python, MEAN stack, Express, Angular 1, Node.js, TensorFlow, Spacy.

**Web Developer 08/2015 – 10/2016**

**SCITON INC Palo Alto, CA**

* Developed and maintained company web portals, both front and backend, trade shows landing pages and products sites.
* Authored web scraping and task automation scripts for integration into the marketing pipeline.
* Fully managed multiple CMS projects.
* Initiated and managed digital and social media support for vendors and contractors and evaluated their performance.
* Utilized technology such as Python, CSS, HTML5, JavaScript, JQuery, PHP, Bootstrap 3, OOP, ASP.NET, Test Driven Development.

**Web/SEO/SEM Consultant** **02/2010 – 10/2015**

**Ivo Dachev, LLC San Carlos, CA**

* Developed and optimized over 55+ revenue generating websites with projects lasting 2 to 4 years: large (20k+ pages), and small (10-100+ pages).
* Google’s niche health market built 24 Android Apps. 13 Apps ranked #1 in Google Play & Google Search.
* Increased SEO rankings by up to 73% on client and personal web properties, which led to a drastic cut in advertisement expenses.
* Coordinated with hands on execution of technical specifications and detailed design.
* Utilized technology such as HTML, JavaScript, CSS, C#, ASP.NET, ASP.NET MVC 4, ADO.NET, Entity Framework, SQL Server, T-SQL.

**Co-Founder/SEO/SEM lead/Developer 07/2012 – 08/2015**

**REALTRAX INC. San Carlos, CA**

* Developed When.me, a mobile app and increased adoption to 4,000 users and 120 merchants.
* Owned the product SEO/SEM roadmap; Co-partnered in design and development of data.
* Utilized technology such as Jira, Github, Javascript, MySQL, Facebook API, Twitter APIs, ASP.NET, SQL Server, TFS, TDD

**Digital Marketing Specialist 01/2007-02/2010**

**MOBILE ELECTRONICS & ASSOCIATES INC San Carlos, CA**

* Increased KPIs by 23% by optimizing marketing automation funnel using Infusionsoft and Marketo.
* Grew company revenue by 17 % yearly by improving SE rankings for multiple terms.
* Utilized technology such as HTML, CSS, Basic JavaScript.

**EDUCATION**

C#, ASP.NET MVC, .NET Core Certifications Bob Tabor @learnvisualstudio.net

2013, 2018

M.S. Forest Science University of Sofia

Graduated: 05/2000 Sofia, Bulgaria