

# Liiana Zhak

Glasgow,  
07467600567  
[liyanajacques@gmail.com](mailto:liyanajacques@gmail.com)  
<https://www.linkedin.com/in/liiana-zhak/>

## Personal profile

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Motivated and results-driven SEO specialist seeking a challenging position within a large organization. With over 4 years of experience in SEO, I have a proven track record of developing effective SEO strategies and delivering measurable results. My passion lies at the intersection of working with people and data. I am well-equipped to contribute to your business growth by enhancing its online presence and search engine rankings.

## Key Skills and competencies

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- **SEO & Marketing:** On-Page SEO, Off-Page SEO, SEO Audits, Keyword Research, Google Webmaster Tools, Google Ads, Google Analytics, Google Search Console, SEMrush, Ahrefs, ScreamingFrog, Keyword Analysis, Online Traffic, Marketing Strategy, Internal & External Link Building, Research, Analytical skills
- **Technical:** HTML, CSS, JavaScript, VS Code
- **Business:** Time Management, Project Management, Communication, Negotiation, Problem Solving, Critical Thinking, Jira
- **Leadership:** Team Management, Team Coordination, Team Motivation, Team Leadership, Teamwork, Collaboration skills

## PROFESSIONAL EXPERIENCE

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Jun 2023 – Nov 2023 Legionfarm (Singapore company delivering American contracts)

### Promoted to Head of SEO (Remote)

- Developed and implemented a motivation framework, resulting in improved visibility of key performance metrics for employees.
- Analysed and monitored website traffic and rankings; provided competitor analysis to identify and address technical SEO issues ensuring high speed and excellent performance.
- Led a team with 8 people, fostered team culture, provided feedback, mentored junior specialists, and provided detailed technical briefs for the development and copywriter team.
- Conducted experiments that increased traffic by 14%.

### Oct 2019 – Jun 2023 Legionfarm SEO Specialist

- Played a pivotal role in increasing company traffic for Ifcarry.com from zero to 7,000 weekly visits within 3 years in the highly competitive gaming industry.
- Utilized tools such as Google Analytics, Search Console, Ahrefs, Keywordtool, Screaming Frog, and ChatGPT to perform SEO analysis and monitor web analytics.
- Performed competitor analysis, Optimize keywords, Monitored site traffic, back links and ad performance.
- Created clear and concise month-over-month reports for the team and stakeholders.

### Jun 2016 – Aug 2019 Legal Assistant Regional State Registration Office, Ukraine

- Organized office work, managed the real estate register and archives, handled client management, and created presentations for new clients.
- Ensured customer satisfaction through diligent and effective work processes.

### Jan 2015 – Feb 2016 Education Program Manager Advance Management Platform, Ukraine

- Recruited and maintained training groups, coordinated marketing and design specialists, engaged in administrative tasks, analysed advertising campaign results, and managed financial reports.

- Organized training processes and master classes, assisted trainers and directors in project planning and execution, monitored project budgets, tracked expenses, and prepared financial reports to ensure cost-effectiveness.
- Assisted in the preparation and launch of training programs, supported client communications, managed timelines, and enhanced program impact.

## **EDUCATION & CERTIFICATIONS**

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2008 – 2011 Bachelor of Marketing Majors: Economy and Marketing

2020 Graduate WebPromoExperts Certification (3 months)

2022 Graduate SheCodes Certification (2 months)

2023 – 2024 Glasgow Kelvin College: Business with ESOL

## **EXTRACURRICULAR ACTIVITIES**

International organization “School of Equal Opportunities”

Community Volunteer

Skills: Presentation, Public Speaking, International Relationship, Communication

Psychological Projects

Studied classical psychoanalysis, behavioural psychology, sand psychotherapy, cognitive-imaginative therapy

KeepSolid Company

Internship in content marketing

Languages

English – C1 (national 5)

Ukrainian – native

Russian – native