

# Sinay Blumin

## SEO & Internet Marketing / Web Developer

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### SKILLS

A vast experience in Front-End Web Development and Internet Marketing, expertising in SEO. Years of experience in private, medium and corporate sectors in different countries and various languages (Hebrew, English, Russian).

### EXPERIENCE

#### **Freelance SEO Consultant / Web Developer**

2014 - PRESENT

- SEO / SEM / SEA / PPC / SMO / Content Marketing
- Google AdWords / Google Analytics / Google Insights / Google Search Console / YouTube / Facebook
- HTML5 / CSS3 / Javascript
- Wordpress
- Photoshop

#### **Xforex (IDI Ventures) - Regional Manager**

2012 - 2013

- SEO, SEM, PPC, Web GUI Optimization, Web Development
- Leading a team of international content writers

Working Internationally in different search engines and social media all around the globe, concentrating on English & Russian speaking Regions.

#### **SEO Elektro (eSearch) - Projects Manager**

2009 - 2011

- Managing SEO projects for small / medium / big companies In Israel in Hebrew & English
- On-page optimization and development
- Off-page networking and inbound Links expansion
- Social Media Marketing
- Leads broadening
- E-commerce

## **Tikshuv Callcenter** - *Customer Service & Surveyor*

June 2007 - December 2007

- Handling Custom Service Inbound calls
- Making Survey Outbound calls

## **Education**

### **BPM College** - *BSP in Audio Engineering & Music Production*

2011 - 2013

- Sound Engineering
- Musical Theory
- Electronic Production

### **High School + “Bagrut” Certificate** - *12 Years + Certificate* (Graduated 2008)

- Graduated 12 Years of High School Education with Israel's high school matriculation examination.

## **Professional Skills**

### **IT Knowledge**

- HTML5
- CSS3
- Javascript
- Python
- Wordpress
- Social Media

### **Sound & Media**

- Cubase
- Ableton
- FL Studio
- Traktor
- Photoshop
- Premiere
- Final Cut Pro

## **Languages**

**English** - *Fluent (Professional)*

**Hebrew** - *Fluent (Native)*

**Russian** - *Fluent (Bilingual)*

**German** - *Intermediate (“B2+ Beruf”)*