

MILEN STANCHEV

Frontend Developer | SEO & Performance Specialist

CONTACT

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 Sofia, Bulgaria

 stanchev.bg

EDUCATION

- Cybersecurity Specialization
Military Academy "G. S.Rakovski"

AWARDS & CERTIFICATIONS

- SEO Certification - SoftUni
- Google Analytics
- Google Ads AI-Powered Performance
- SEMrush – On-Page SEO Essentials
- Web Cactus Academy

SKILLS

- Frontend & Tech: React, Next.js, TypeScript, Tailwind CSS, WordPress, Shopify, WooCommerce
- SEO & Performance: Technical SEO, Core Web Vitals, On-Page Optimization, Google Analytics, SEMrush
- Soft Skills: Problem Solving, Analytical Thinking, Attention to Detail, Communication, Adaptability

PROFILE

Frontend Developer with deep experience in React, Next.js and Tailwind CSS, combined with specialized skills in SEO and performance optimization. I focus on creating fast, SEO-optimized, AI-friendly websites that deliver measurable organic growth and enhance user experience.

WORK EXPERIENCE

SEO SPECIALIST

InHouse LTD

2025 - 2025

- Managed SEO strategy for WordPress-based eCommerce store.
- Improved site structure and UX, achieving 40%+ Core Web Vitals improvement.
- Increased organic traffic and CTR through on-page and keyword optimization.

SEO SPECIALIST

HempFarms LTD

2025 - 2025

- Led SEO and holiday UX redesign for 17 international CBD eCommerce stores WordPress, Shopify
- Optimized high-competition and seasonal keywords, combining technical SEO and UX improvements.
- Results: +185% organic traffic (YoY), +132% online sales, 4.6+ ROAS.

SEO SPECIALIST (INTERN)

Webstation LTD

March 2025 - Nov 2025

- Completed 30+ SEO technical audits, optimizing CWV and boosting visibility by 40%+.
- Increased CTR by 35% and organic traffic by 200%+ through targeted strategies.
- Improved product & location pages by combining technical SEO with UX enhancements.