  
**Dykyi Mykhailo**

## SEO Team Lead / Senior **SEO**

Full employment

Age: 29 years old

City: Kyiv

Ready to work: Remote, Kyiv

## Contact Information

Mobile: +38093-092-22-46

Email: dmgroupmisha93@gmail.com

Social networks: [LinkedIn](https://www.linkedin.com/in/dikiy/)

## Experience

### SEO Team Lead

from 01.2021 to now  
NDA, Kyiv (IT)

**Responsibilities:**  
- Launch and development of iGaming projects in the foreign market (UK, CA, FR, BR, DE, AU, NZ, ES, BE, NL, NO, SE, FI, IT, CL)  
- Management of a team of SEO specialists and linkbuilders  
- Manage the SEO team, strategy & tactics to get more traffic and revenue  
- Research iGaming niche, search trends & opportunities  
- Quarterly/yearly budget planning, reporting and performance analysis  
- KPI setting and performance monitoring  
- SEO Planning and working on product iGaming projects

### Senior SEO Specialist

from 05.2019 to 02.2022  
Noosphere, Kyiv

- (SEO for satellites: USA, UK, AU, NZ, CA, FR, AT, DE, SE, NO)

- Improvement of position in search results in Google  
- Traffic analysis  
- Tracking results  
- Making reports and recommendations  
- External factors consideration while SEO  
- Creating SEO strategies

### SEO Specialist

from 01.2017 to 05.2019 (2 years 4 months)  
Boosta, Kyiv (Advertising and PR services, Promotion of own products)

• Work experience with Tier1-2 GEO. (USA, UK)  
• Practical experience in linkbuilding (manual search for donors by metrics, placement of dofollow links of the following types: profile, bookmarks, web 2.0, comments, forums);  
• Knowledge of SEO tools: Ahrefs, Majestic, Semrush, Google Analytics, Google Webmaster, Screaming Frog SEO Spider, Netpeak Checker/Spider.  
• Performance of typical tasks for optimization of pages in large volumes.  
• OnPage/OffPage optimization, compilation of technical specifications for programmers and copywriters;  
• Monitoring and analytics of search engine competitors.  
• Setup and launch of new projects on Wordpress CMS

### Content manager

from 11.2016 to 01.2017 (2 months)  
Release Education, Kyiv (Education, science)

• Editing and implementation of new ideas on the corporate site - release.ua.  
• Filling the site with content. Work with the company's internal Internet platform, control of teaching and editing of teacher lesson reports.  
• Filling and promoting Facebook page, Instagram profile and Youtube.  
• Work with contractors SEO-Studio and Binotel.

### Editor, administrator of Wordpress sites, assistant director

from 11.2015 to 09.2016 (10 months)  
DM-Group, Кyiv (IT)

• Creation of sites on WordPress templates for sale;  
• Internal optimization of pages (meta tags, alts, text and linking);  
• Increasing the mass of links (purchasing links on stock exchanges, thematic catalogs, forums);  
• Creation and adjustment of AdWords and Direct contextual advertising;  
• Control of tasks by programmers and copywriters;

### Engineer

from 03.2014 to 02.2015 (11 months)  
Iron-Logic (Security systems, security)

- Diagnostics of access control and management systems (ACMS)  
- Replacement and shipment of equipment by Nova Poshta

## Education

### KNUTD

Mechatronics and Computer Technologies, Kyiv  
Higher education, from 2012 to 2017 (4 years 4 months)

## Professional and other skills

* Computer skills
* Google Sheets, Libreoffice, Excel, Redmine  
  Google Analytics, Search Console, Data Studio
* WordPress
* SEO

## Language knowledge

* Ukrainian ─ fluently
* Russian ─ fluently
* English ─ average

## Additional Information

Work experience in such niches as writing service, gambling and betting.  
  
Skype - misha\_18121993  
Viber\Telegram - 0930922246