
**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