

Alexey MATYZNIY

SEO TEAM LEAD



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SKILLS

Skills: People Management, Communication, Organization Skills, Presentation Skills, Mindfulness, Public Speaking, Presentations, Search Engine Optimization (SEO), Online Marketing, E-commerce SEO, Marketing Strategy, Digital Marketing, B2B Marketing, Search Engine Marketing (SEM), Data Analysis, Market Research, Forecasting, Analytical Skills, Marketing Analytics, Web Trends Analytics, Self-management, Inspiring Leadership, Big-picture Thinking

Jupyter Notebook, Zennoposter, A-parser, Inlinks, Google Big Query, Google Data Studio, Web Analytics, Google Analytics, Microsoft Office, CSS, Pandas (Software), SQL, MSQl, Scrapebox, Big Data Analytics and all popular SEO Services (Ahrefs, Serpstat, MOZ, Semrush, etc.), Screaming Frog, Netpeak Spider, Python, HTML.

EDUCATION

International Humanitarian University

Doctor of Philosophy - PhD
2016 - 2023

International Humanitarian University

Master of Computer and information systems security / information protection
2011 - 2016

College of Economics and Law

Specialist of Computer and information systems security
2007 - 2011

CONFERENCES

- Speaker at Key Conference
- Speaker at SEO Mastery Summit #3
- Speaker at anniversary conference

COURSES

- HubSpot Agency Partner Certification
- Google Analytics Advanced
- Google Tag Manager Fundamentals
- Google Analytics Individual Qualifications
- Python for SEO Course
- Ethical Hacking Course

WORK EXPERIENCE

Netpeak enterprise department, SEO Team Lead, July 2023 - Present

- Manage & lead a team of SEO strategists
- Coordinate reporting for SEO efforts across multi-functional teams
- Development and defense of semi-annual SEO strategies for projects to the client, as well as their subsequent implementation
- Implement a reporting system at the all levels.
- Develop individual goals for each specialist.
- Reform the process of preparation and defense of strategies for projects
- Optimize the strategy form itself
- Reform the SEO audit service (content and presentation)

Delfi Latvia, SEO Strategist, Account Strategist and Process Improvement Manager, July 2022 - July 2023

Netpeak enterprise department, Senior SEO, Sept 2021 - May 2022

Shafa.ua, SEO Team Lead - Aug 2020 - Sep 2021

Techstudio US market, Senior SEO Specialist - Apr.2020 - Aug 2020

Upwork, SEO Specialist - May 2019 - Apr 2020

Digital Agency Websearch Team, SEO Team Lead - May 2017 - May 2019

Sadolin, SEO Specialist - May 2016 - May 2017

LANGUAGES

Ukrainian, Russian - native
English - upper intermediate