



Danylo Ustiuzhanin

Date of birth: 10/03/2000

Nationality: Ukrainian

Gender: Male

CONTACT

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WORK EXPERIENCE

01/08/2022 – CURRENT Kyiv, Ukraine

SEO Specialist Boosta LTD - Remote

- Websites Technical Audits
- Technical Website Optimization
- Meta Tags Optimization
- Page Speed Optimization
- Keyword Research
- Competitors Research (Semantic Core Analysis, Internal Linking, Link Startegy, Content Strategy)
- Micro Niche Research
- Competitors Backlink Research
- Competitors Link Strategy Researches
- Links/Anchor List planning
- Internal Linkbuilding
- Content Optimization
- Website Indexation
- Link Disavow

21/01/2022 – 31/07/2022 Kyiv, Ukraine

Senior Linkbuilder/Outreach Specialist | SEO Trainee Boosta LTD - Remote

Senior Linkbuilder/Outreach Specialist

- Competitors Backlink Research for Link building
- Outreach and Negotiations With Webmasters.
- Websites Analysis and Selection for Posting
- Preparing Tasks for Content Writing
- Trainings and Lectures for Junior and Middle Specialists

SEO Trainee

- Competitors Research (Semantic Core Analysis, Internal Linking, Website Indexation Analysis, Content Strategy Research)
- Competitors Link Strategy Researches
- Micro Niche Research
- Competitors Backlink Research
- Meta Tags Optimization
- Keyword Research
- Links/Anchor List Planning
- Internal Linkbuilding
- Content Optimization

01/10/2021 – 20/01/2022 Kyiv, Ukraine

Linkbuilder/Outreach Specialist | SEO Trainee Boosta LTD - Remote

Linkbuilder/Outreach Specialist

- Crowd Marketing/Social Media Macklinks
- Competitors Backlink Research for Linkbuilding
- Outreach and Negotiations With Webmasters.
- Websites Analysis and Selection for Posting
- Preparing Tasks for Content Writing

SEO Trainee

- Meta Tags Optimization
- Keyword Research
- Links/Anchor List Planning
- Internal Linkbuilding
- Content Optimization

15/04/2020 – 30/09/2021

Linkbuilder/Outreach Specialist Boosta LTD - Remote

- Crowd Marketing/Social Media Backlinks
- Competitors Backlink Research for Link building
- Outreach and Negotiations With Webmasters.
- Websites Analysis and Selection for Posting
- Preparing Tasks for Content Writing

01/07/2021 – **CURRENT** Kyiv, Ukraine

SEO Specialist PP "Studio of Kiril Ustiuzhanin" - Part Time Work (Remote)

- Websites Technical Audits
- Technical Website Optimization
- Meta Tags Optimization
- Page Speed Optimization
- Keyword Research
- Competitors Research (Semantic Core Analysis, Internal Linking, Link Startegy, Content Strategy)
- Competitors Backlink Research
- Links/Anchor List planning
- Internal Linkbuilding
- Content Optimization
- Website Indexation
- Linkbuilding/Outreach

03/03/2016 – 07/09/2017 Kyiv

Junior E-Commerce Specialist PP "Studio of Kiril Ustiuzhanin"

Responsibilities:

- Customer Acquisition
- SEO, Website Development
- SMM (Insatgram, Facebook, Google+)
- Constant Contact With Clients (consulting, problem solution)
- Content Optimization

Address Ukraine

EDUCATION AND TRAINING

01/10/2017 – 30/09/2021 Krakow, Poland

Management and Social Communications Andrzej Frycz-Modrzewski Krakow University

Courses:

- Human resources management (team motivation, relationships in a team, employee behavior)
- Analysis of management efficiency (effective marketing, team and time management)
- International economic and financial relations (EU international relations, protection rates, terms of trade)
- Marketing (SWOT analysis, 4P for companies, marketing research, SEO)
- Financial accounting, finances

Address Gustawa Herlinga-Grudzińskiego 1, Krakow, Poland

LANGUAGE SKILLS

MOTHER TONGUE(S): Ukrainian | Russian

Other language(s):

Polish

Listening
C1

Reading
C1

Spoken production
C1

Spoken interaction
C1

Writing
C1

ADDITIONAL INFORMATION

Management and leadership skills

Work-related skills

- Technical thinking and problem solving
- Time management
- Responsibility
- Scrupulousness
- Target orientation and performance
- Resistance and adaptability
- Analytical thinking

Projects launching

- Websites launching experience and skills

Communication and interpersonal skills

Communication and interpersonal skills

- Good interpersonal skills, team player
- Cooperation with external partners
- Cooperation for common skills and creating marketing campaigns
- Listen to others in communication, ask questions to better understanding speaker.
- Respecting others' points of view through engagement and interest.
- Absorbing, sharing, and understanding presented information.
- Lectures and knowledge sharing

Software

SEO Tools

- Ahrefs (Advanced)
- Majestic (Intermediate)
- SimilarWeb (Intermediate)
- Semrush (Beginner)
- Google Analytics (Intermediate)
- Google Search Console (Advanced)
- Screaming Frog (Advanced)
- ScrapeBox (Intermediate)
- A-parser (Intermediate)
- HotJar (Beginner)
- SpySerp (Intermediate)

Digital Tools

- Web (HTML, CSS, WordPress, OpenCart, Tilda, CMS)
- MS Office (Word, Excel, Outlook, Powerpoint, OneNote)
- Google Drive (Docs, Sheets, Slides, Forms)
- Spreadsheets (Excel, Google Sheets)
- Email (Mail Merge, Filters, Folders, Rules)
- Visual Studio
- GPT-3
- ChatGPT
- Slack
- Jira

Courses

SEO Grading

Successfully finished SEO grading at Boosta LTD

Google Analytics for Beginners

Course completed

Link <https://analytics.google.com/analytics/academy/certificate/dWBVU1P8RBKngBxyV48SBA>