

Andrii Krupko

Email: andriikrupkocv@gmail.com

Phone: +38 (068) 46-96-040

Telegram: @andriikrupko

LinkedIn: <https://www.linkedin.com/in/andrey-krupko-802902144/>

Location: Kyiv-Zhytomyr, Ukraine. Remote work.

Professional Summary

Highly skilled SEO Specialist with over 8 years of experience in developing and implementing successful SEO strategies. Proven ability to enhance website visibility, maximize ROI, and drive organic traffic growth. Adept at performing in-depth keyword research, competitor analysis, and technical audits. Experienced in both autonomous work and collaborative team environments.

Professional Experience

SEO Specialist

Uvoteam January 2024 – July 2024

- **Collection of Keywords for Landing Pages:** Identifying and selecting keywords to optimize landing pages.
- **Keyword Research for Blogs:** Analyzing and selecting relevant keywords for blog content creation.
- **Analysis of Results:** Monitoring and evaluating the effectiveness of the keywords and optimization strategies used.
- **Development of an Anchor Plan:** Creation and implementation of strategies for external linking.

SEO Specialist

Bizzoom Projects (Uvoteam) January 2021 – January 2023

- **Building an outreach department:** Full cycle of the process: parsing email addresses on websites, validation, and automated sends.
- **Peer-to-peer links using GSA service:** Using the GSA service to build 2nd, 3rd, and 4th level links. Setting up level links on Web2.0 according to their types.
- **Content search and automation:** Search for ranked content using Jasper. Content automation using the OPEN AI API.
- **Development of an indexer using redirects on WordPress:** Creating an indexer using redirects on WordPress sites.
- **Maintaining SEO products:** Parallel management of two products aimed at SEO.

Freelance

Self-employed worker January 2021 – March 2022

- **Search for customers by Outreach:** Parsing contacts for potential customers. Mass mailings to find customers.
- **Creating websites for Amazon affiliate program:** Search for websites that can be set up as Amazon affiliates. Building websites with the Elementor builder. Search for non-competitive keywords. Generate content for these sites.

SEO Specialist/Team Lead Outreach

Govital.com January 2017 – May 2021

- **Fighting against abuses (DMCA):** Protecting against spam and competitor attacks. Responding to complaints and requests for content removal.
- **SEO specialist:** Strengthening the company's top projects. Manage several areas to improve search engine optimization.
- **Outreach and link building:** Building and managing the outreach department. Searching for and training outreach performers. Managing a team of 6 in-house employees. Coordinating the work of about 20 outsourced linkbuilders. Tracking and checking the team's completed tasks.

Junior SEO Specialist

Reklamare May 2016 – December 2016

- Conducted keyword research and competitor analysis.
- Implemented on-page and off-page SEO improvements.

Education

Master's Degree in Biotechnology, Kyiv Polytechnic Institute (KPI) 2006 – 2012

Skills

- SEO Strategy Development
- Keyword Research & Competitor Analysis
- On-page & Off-page Optimization
- Technical SEO Audits
- Google Analytics & Search Console
- Ahrefs, Screaming Frog, Semrush, Serpstat
- CMS (WordPress)
- Internal Linking & Content Optimization
- Web Analytics & Reporting
- English: Intermediate (B1)
- Link Building
- Content Marketing
- Chat GPT
- Elementor

- Chat GPT + Python
- Google parsing
- Web archive parsing

Certifications

- Google Analytics Certification
- Webpromoexperts Internet Marketing, 2016

Additional Information

- Flexible working hours (8-11 AM to 5-8 PM)

Desired Salary

- **Autonomous SEO Specialist:** Approximately \$2200 USD
- **Team Lead for Outreach and Technical Process Management:** Approximately \$2600 USD