



Коляда Дмитрий Владимирович

Male, 25 years old, born on 13 July 1995

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kolyada.dmitrij@yandex.ru — preferred means of communication

Another site: <https://dkolyada.com/>

Reside in: Minsk, metro station Petrovshchina

Citizenship: Belarus, work permit at: Belarus

Ready to relocate, ready for rare business trips

Desired position and salary

SEO-специалист

IT, Internet, Telecom

- SEO

Employment: full time

Work schedule: full day

travel time to work: less than hour

Work experience —5 years 10 months

April 2020 — till
now

Soft-FX

Minsk, www.soft-fx.com/

SEO-expert

SEO для cryptocurrencies, Forex, software niches.

May 2019 — till
now

AZDS

USA, azds.com

Technical SEO-specialist

Technical SEO site audit and issues correction
preparing and moving the site to a new domain
on-page optimization and the control of the copywriter
part-time, in-house work

December 2018 —
April 2020
1 year 5 months

M8

Minsk, www.m8.by/ru/

SEO-expert

Working with large e-commerce projects
More than 1000 semantic keywords
Site analysis
Points for search growth
Building the link building in non-standard ways
Teamwork with marketers
Increase in traffic for Y-M-Y-L site after March 12, 2019

February 2017 —
December 2018
1 year 11 months

Marketing agency "Pyshkin"

Pay-traffic specialist

Setting up and maintaining contextual advertising on Google, Yandex, + targeted advertising on Facebook, Instagram, VK.

Promoted the topics of building materials, selling flowers, seeds, gifts, furniture, spare parts, windows, renting dresses, delivering pizza, sushi, salads, etc.

- Development of a promotion strategy
- Definition of target audience
- Audience selection
- Setting the goals of the advertising campaign
- Create user funnel
- Drawing up hypotheses
- Testing hypotheses
- Create a Look-a-like audience
- Optimization of advertising campaigns
- Scaling
- Preparation of reports
- Monitoring of key indicators
- Strategy adjustment

Tools I worked with:

Yandex.metrika, Google Analytics, Google Tag Manager, Yandex.Direct, Google Ads, Direct Commander, Google adwords editor, Utm tags, Pixel Facebook, Excel - advanced, spywords.ru, wordstat, Google keyword planner, FB Advertising applications and Google Ads.

July 2017 —
November 2018
1 year 5 months

"Websfera" company

Minsk, websfera.by/

SEO-expert

Promotion of more than 20 projects in commercial topics (Dentistry, well drilling, computer repair, kitchens, household chemicals, spare parts for scooters/mopeds/motoblocks, chimneys, road signs, pumping out sewers, printing business cards, selling cranes, etc.)

Working with internal optimization:

- Analysis of the site and competitors
- Preparation of commercial proposal
- Development of a promotion strategy
- Development of the site structure
- Collecting the semantic core
- Clustering requests
- Writing technical specifications for texts
- Site editing
- Drawing up the structure of pages
- Drawing up MTD (meta tags title, description)
- Drawing up technical specifications for programmers for improvements

- Image optimization
- Https setup
- Setting up redirects
- Site re-linking
- Internal optimization (robots, sitemap)
- Purchase of trust links to Miralinks, Gogetlinks
- Buying links on forums
- Linking yourself
- Drawing up an anchor list for the project
- Installation of counters for metrics, analytics, webmasters
- Analysis of user behavior on the site
- Search for the causes of high failures and their elimination
- Meetings with clients
- Communication by phone, work with objections
- Upselling services to clients on the site / promotion

Tools and services with which I worked:

Yandex.Metrika, Google Analytics, Serpstat, Checktrust, Miralinks, Gogetlinks, Etxt, SEO-crm, Allpositions, Seo-reports, Megaindex, Linkpad, Webmasters Google, Yandex. Webmaster, Screaming Frog, Text.ru, content-watch, tools.pixelplus.ru, arsenkin.ru/tools/, wordstat, xmind, gomockingbird, Yandex Wordstat Assistant, Keykollector, Advanced Excel level, glvrd.ru.

I know CMS Wordpress, Modx well.

I am familiar with Bitrix, Opencart, Joomla.

March 2015 —
February 2017
2 years

Freelance, own projects

SEO-expert

Setting up Google Ads and Yandex for freelance customers.

selection of keywords

creating ads

campaign setup

preparation of reports on key indicators

Development of our own musical projects for the USA-market.

Examples of projects (non-working due to problems with the DMCA) and "abuse":

<https://militarymusiconline.com/>

<https://videoclip21.com/>

<https://roadsongds3.com/>

<https://northernmetall.info/>

Leaving Meta tags, title, description

Optimizing images

Configuring Https

Setting up redirects in .htaccess

Site backlinks internal

Internal optimization (robots, sitemap)
Buying trust links
Drawing up an anchor list for the project
Link growth charting
Installation of counters for metrics, analytics, webmasters
Lightweight HTML + CSS for editing and customizing the appearance of the site in responsive.

Education

Higher

2017

Belarusian National Technical University, Minsk

Construction, Industrial and Civil Engineering

Professional development, courses

2015

Polyglot

Polyglot, Specialist with knowledge of English

Tests, examinations

2016

Open SEO lessons from topexpert.pro

topexpert.pro, SEO expert

2015

How to bring a young site to the TOP?

Sergey Koksharov, SEO expert

2015

Real direct 2015 year

Business youth, specialist in setting up contextual advertising

2014

Foreign language courses Polyglot (English)

Polyglot, Specialist with knowledge of English

Key skills

Languages

Russian — Native
English — C1 — Advanced
Belarusian — C2 — Proficiency

Skills

Compilation of the semantic core SEO optimization Formation of technical specifications for development Audit of search visibility of the site External audit of the site External optimization of the site Search engine optimization of the mobile version of the site Working with SEO providers registration of the site in catalogs Internal optimization of the site Foreign search engines Audit of the internal audit of the site Competitive analytics technical SEO

Additional information

About me

I specialize in local SEO and e-commerce.

Work with CMS:

Wordpress, Bitrix, Joomla, Drupal, Ghost, Contentful, Opencart.

I have basic HTML skills, I can edit the front, I can make a simple website.
There is experience in communicating with a client, negotiating, working with objections, selling additional services.

In my free time I play table tennis, I like to do something with my hands - construction.