

Aleksandr Biyevetskiy
Internet Marketing Manager / Senior SEO Specialist
Search Engine Optimization (SEO) Analyst

110 Prospect St, 2R
Somerville, MA 02143
(401) 954-2983
Aleksandr@Tampile.com

Career Focus

Search engine marketing (SEM) analyst/consultant with extensive experience in keyword research, Google analytics, competitive analysis, SEM strategy implementation and monitoring. Highly proficient with SEM-Rush competitive research tools, Google webmaster tools and Google analytics. Seeking to utilize my skills and abilities in an innovative company that offers professional growth, and is driven to excellence while being resourceful, innovative and flexible

Achievements

SEO/SEM Achievements

- Increased website organic-search traffic by 2000% to over 3K of highly-targeted daily-unique-visitors through effective use of competitive keyword research tools, Google analytics data analysis, and SEM-rush search-trends-data monitoring to devise actionable SEO steps to improve organic-search rankings via industry publications, and creative link baits

SEM Analysis

- Employed Google analytics to better understand website visitors' wants and needs, improve user experience, offer compelling solutions to user problems, and convert visitors to clients
- Analyzed user-website engagement reports to optimize content presentation, improve website navigation, reduce website bounce rates and improve conversions

SEM Strategic Alliances, Presentations and Reporting

- Utilized Google analytics reports to demonstrate geographic map overlay of website visitors in order to provide compelling evidence of opportunity to be exploited through a strategic alliance with industry partners outside of New England

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Experience

SEO Analyst – SEM Strategy Consultant
Boston SEO Consulting Inc.

May 2011 – Present

SEM Marketing and Consulting

- Managed a successful organic SEO campaign and SEM analytics for Have-Fun-Productions of Boston, MA
www.HaveFunProductions.com

Niche Industry SEM Tools Development and Positioning

- Developed a highly successful www.AllConstructionDirectory.com, Construction Industry Directory ranked first (www.semrush.com) in its vertical – a powerful and well respected online property/tool that can be used by other search engine optimization specialists to effectively promote any website in the above industry
- Developed a highly successful www.HomeImprovementDir.org, Home Improvement Directory ranked first (www.semrush.com) in its vertical – a powerful and well respected online property/tool that can be used by other search engine optimization specialists to effectively promote any website in the above industry

Online Consumer- Education Tools Development & Optimization

- Conceptualized, optimized, and successfully promoted industry leading consumer-information www.RoofingCalculator.org - a successful link-bait for consumer leads, and industry recognition via organic search and social media marketing
Google Traffic = \$40K/month (www.semrush.com)

Mobile Phone Applications for Contractors Development & Marketing

- Collaborated on the development and online-marketing of successful Mobile Apps for contractors specializing in exterior retrofits:
www.roofingcalculator.org/roofing-calculator-for-iphone-and-android.php

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Experience

SEM Manager – Senior SEO Specialist

LA Metal Roofs LLC.

Feb 2006 – Apr 2011

- Designed and implemented a highly successful SEO/SEM strategy for www.NewEnglandMetalRoof.com, a business-to-consumer marketing website that attracts over \$147K of organic Google search traffic per month (www.semrush.com), and converted online leads to sales
- Implemented successful SEO/SEM for www.CoolFlatRoof.com to market cool flat roofing products to consumers and small businesses
- Employed competitive research tools and Google Analytics to set internet marketing goals, and monitor changes in traffic patterns and organic website rankings
- Managed local search and PPC campaigns for the above web-sites
- Used website-generated leads to drive numerous sales averaging in the range of \$15,000 - \$20,000 per sale
- Implemented successful business blogs for LA Metal Roofs LLC.

www.newenglandmetalroof.com/blog/ - Google Traffic = \$147K/month
www.coolflatroof.com/flat-roofing-blog/ - Google Traffic = \$24K/month
www.re-roofing.com - Google Traffic = \$3K/month
(www.semrush.com)

Military Service

Non-Commissioned Officer – Team Leader SGT / E-5

US Army

Dec 2004 – Feb 2006

Served honorably as a Citizen/Soldier in the US Army National Guard.
Participated in 2005-2006 Iraqi Freedom campaign as a non-commissioned officer/team leader

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Skills

- Thorough knowledge of SE algorithms, Google Analytics, keyword research, competitive analysis, organic search, PPC, local search, HTML, MS Office, sitemaps, robots.txt, content management systems, email marketing, CJ affiliate program knowledge, link building, social media, and creative link baits

Education

- Rhode Island College, Providence, RI
Bachelor of Science in Business Administration Dec 2009

Military Education

- NCO Leadership Development Academy, Fort Dix, NJ
Basic Non-Commissioned Officer Training Oct 2004