

IVCHENKO OLEKSANDR

SEO / ON-PAGE / OFF-PAGE / LINK BUILDING

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PROFILE

My main specialization is to help my customers to optimize the websites in a way that it generates maximum profit while considering given business rules and resource limitations. That is why I have the skills of a web developer, analyst, and marketer. As a web developer, I can create a website (Joomla, WordPress, etc.), optimize the site, make adjustments to PHP and JavaScript code. As an analyst, I can process in detail the data of any site even without access to internal statistics (e.g. Google Analytics) and compare them with data from other resources and build backlinks. As a marketer, I can customize sales funnels, optimize Google ads, track visitor behavior on a site, improve UX/UI design, and improve Conversion Rate Optimization.

SKILLS

10+ years - HTML5, CSS3, JavaScript, PHP
7 years in SEO (On-Page, Off-Page, Link Building)
5 years in Affiliate Marketing (Sales Funnel, CRO, UI / UX website design)

LANGUAGES

English- conversational
Polish - fluent
Ukrainian / Russian - native and bilingual

COOPERATION

one-time work on UpWork (remote work)
teamwork or hourly work on UpWork (remote work)
work in a company (office work)

CERTIFICATIONS

Google Analytics Individual Qualification
Google Ads Search (Display, Mobile) Certifications

EXPERIENCE

2019 - Present: Freelancer (UpWork)
2009 - Present: Owner web projects | Entrepreneur

OTHER EDUCATION

2016, 2018 - SEO (SEO Academiya, Kyiv)
2011, 2014 - SEO (WebPromoExperts, Kyiv)
2010 -JavaScript (CyberBionic Systematics, Kyiv)
2009 - HTML5 / CSS3 (IT Academy, Kyiv)
2007 - 2008: Project Management (Project Management Bureau, Kyiv)

EDUCATION

2005 - 2006: Interregional Academy of Personnel Management
business management, master
2001 - 2005: Regional Institute for Public Administration, Odesa
management, bakalaureat

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