



Anna Andriiechko

Link Builder

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Skills

- Interpersonal Skills • Patience
- Creativity • Adaptability
- Attention to details
- Good communication skills
- Ability to work in a team
- Ability to learn quickly
- Focus on results
- High level of self- organization
- Stress resistance

Languages

- Ukrainian (Native)
- English (Advanced)

Hard Skills

- **SEO Knowledge:** Knowledge of basic SEO tactics and principles
- **Technical SEO:** Understanding of technical aspects of SEO, such as site structure, URL structure, and HTTP status codes
- **Content Creation:** Ability to create high-quality, engaging content that can attract backlinks
- **Outreach Skills:** Competence in crafting effective outreach emails and pitches to webmasters and influencers
- **Basic HTML/CSS:** Knowledge of basic HTML and CSS to understand webpage structure
- **Time Management:** Proficiency in managing time and tasks efficiently to handle multiple link building projects simultaneously
- **CRM Software:** Experience with customer relationship management (CRM) software to track outreach and relationships with webmasters
- **Negotiation Skills:** Excellent communication and teamwork abilities for collaboration with team members and clients.
- **Problem-Solving:** Strong problem-solving skills to address challenges and obstacles in the link building process
- **Analytical skills:** Knowledgeable in managing and analyzing large data sets using SQL, Excel, and Google Sheets

Experience

Software Quality Assurance Engineer 2020 - current

Freelance link builder 03/2024 - current

- Finding Donors
- Creating personalized outreach emails to website owners and bloggers
- Using tools to monitor and improve site performance and backlink health

Course for Link builder trainee by Just-Link-It

Just-Link-It

- Introductory theoretical course & Practical training
- Participation in feedback sessions with an experienced mentors
- Practical application of the learned theory and recommendations of the mentor
- Writing the first "cold" and follow-up letters Working with objections

Course: Link building. Build links that boost the site traffic

Udemy

- Understanding of link-building processes, types of links, strategies etc
- Working with the most effective link building tools
- How to use Google Analytics, Ahrefs' tools to understand how your links work

Experience

Course: The Complete Link Building Course - Backlink Building 2024

Udemy

- Knowledge about backlinks and why they're important
- What anchor text is and why its crucial in link building
- How to find out what backlinks your competitors have
- How to build backlinks to your website that will get you ranked higher

Education

Lviv Polytechnic National University

2018 - 2022

specialty 'Management' - educational program 'Human Resource Management'

Ukrainian National Forestry University

2022 - 2024

specialty 'Management' - educational program 'Organizations management and administering'

Why I Decided to Try Myself in Link Building

My brother works as a link builder, and he constantly shares his experiences, the challenges he faces, and the satisfaction he gets from his work. Observing his enthusiasm, motivation, and the tangible opportunities for growth in his career sparked my interest in link building.

One of the most appealing aspects of link building for me is the prospect of gaining new experiences. The dynamic nature of the digital marketing field ensures that there's always something new to learn, keeping the work both exciting and challenging. Additionally, I noticed that link building offers a relatively easier way to managerial positions, especially given my educational background, which aligns well with the skills required for such roles.

Overall, my brother's success and enthusiasm have inspired me to try link building. I see it as a chance to learn, advance to management, and grow my career quickly.