

Arthur Valeriovich Strungar (Strunhar)

Ph.D. in Social Communications Deputy Director of Research, State Scientific Technical Library in Ukraine, Strategic Partner for National and International Projects Digital Marketing Leader, Academic Council Member Expertise in Digital Promotion, Project Management

Profile

Experienced Ph.D. in Social Communications with a strong background in strategic leadership, digital marketing, and academic excellence. Proven track record of driving national and international initiatives through effective partnerships. Proficient in crafting and executing innovative digital marketing strategies. Skilled in clear communication and project management.

Employment History

- Deputy Director of Research, State Scientific Technical Library in Ukraine (SSTL)
- Strategic Partnership for promotion of national and international projects
- Academic Council Member, State Scientific Technical Library in Ukraine (SSTL)
- Deputy Chairman, Young Scientists Council, Vernadsky National Library of Ukraine
- Leader of a Digital Marketing Company, specializing in pioneering strategies
- Headed research projects for the Ministry of Education and Science (2023), including:
- Research on developing a scientific information e-platform for academic events in Ukraine based on leading European practices.
- Methodological and scientific-practical foundations for creating an electronic full-text resource of scientific and technical information (electronic library) in the Ukrainian National Technical Library.
- Investigation of the latest principles of open access to scientific literature and enhancement of the Open Ukrainian Citation Index (OUCI).

Education

- Ph.D. in Social Communications, National Library of Ukraine named after V.I. Vernadsky (2016)
- Aspirantura (Ph.D. level studies) in Book Science, Library Science, Bibliography, National Library of Ukraine named after V.I. Vernadsky (2014)
- M.Sc. in Alternative Energy Sources, Chemical Disciplines, National Aviation University (2010)

Details

a19870208@gmail.com

Skills

Strategic Leadership: Motivation

Effective Communication: Simplifying complex concepts

Analytical Abilities: Problem dissection

Diplomacy: Negotiation, conflict resolution

Networking: Building and nurturing valuable partnerships

Adaptability: Thriving in dynamic environments, quick strategy adjustments

Project Management: Leading research and business initiatives

Digital Marketing: Crafting, executing innovative campaigns

SEO & Analytics: Google Ads, Google Analytics, Google Tag Manager, Google Search Console

Languages

English

Russian

Ukrainian

★ Pedagogical Activity:

- Lecturer, "Inorganic Chemistry," Bila Tserkva National Agrarian University (2014/2015)
- Lecturer, "Inorganic Chemistry for Foreigners," "General Chemistry for Foreigners," Taras Shevchenko National University of Kyiv (2017/2018)
- Lecturer, "Information Technology," "Database Management Systems," "Context Media Technologies in Society," National Academy of Cultural and Arts Management (2016/2019)
- Seminar and Webinar Leader on Information Technology, Scientometric Databases, SEO Promotion, Analytics, and Project Management (2022-2023)
- Seminar "Open Ukrainian Citation Index (OUCI) as a Search System and Database for Scholarly Citations" (2023)

Academic Profiles
(author of over 50 research papers):
ORCID
Google Scholar

👥 Completed Projects:

Project: MPCLinic Medical Center

- Core Specializations: Orthopedics and Traumatology, Arthroscopy, Neurosurgery, and more. Duration: 2 Years from Inception Phase
- Inquiries Handled: 20,417 | Ad Impressions: * 7.03 Million
- Diverse Ad Strategies: 4 Types of Ads Advertising
- Impressive Revenue Surge: 140% Revenue Growth (2022-2023)
- Tools in Action: SEO, Google Ads, SMM, Advanced Systems



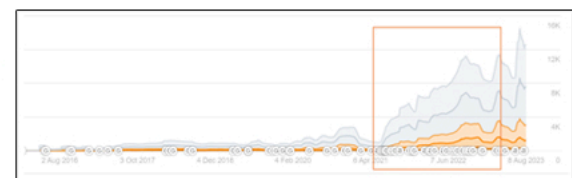
Project: KOMPAS Tour Operator

- Strategic Leadership: Digital Marketing Director (7 Countries)
- Tenure: 1 Year, Inception to Implementation
- Versatile Inquiry Range: 670,000 B2B and B2C Inquiries Managed
- Global Destinations: Campaigns for Malaysia, Sri Lanka, India...
- Impressive Ad Metrics: 79 Million Impressions, 1.5 Million Clicks
- Astounding Financial Upturn: \$640,000 Revenue Increase via Digital Marketing
- Technology Arsenal: SEO, Google Ads, SMM, Cutting-edge Tools



Project: Comprehensive Dentistry Kiev (A to Z)

- Elevating SEO Excellence: Key Queries to Top 10 Google Rankings
- Exclusive SEO Focus: Dedicated to Maximizing SEO Strategies
- Dominant Query Presence: Queries like Dentist Kiev, Dentistry, Implants, and More



Project: MRI Centers Endeavor

- Guiding the Way: Consultations, Strategic Adjustments
- Commanding Google Search: 90% MRI and CT Queries in Top 10 Google Rankings
- Harnessing SEO Prowess: Leveraged SEO with Vigilant Web Resource Analytics

