



# Anastasiia Aksani

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## PROFESSIONAL SUMMARY

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With 2 years of experience doing professional research of new methods for on/off page optimization in an agency setting. Communicative, positive-minded – it is about me.

## EXPERIENCE

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### MANAGER, DOMINOS PIZZA

June 2013 – November 2016

- Selection, training, adaptation of staff
- Control over compliance with service standards and cash policies by employees
- Control of assortment, quantity and quality of products
- Maintain current documentation
- Resolve conflicts with customers
- Maintain the schedule of work of the staff

### CALL CENTER OPERATOR

March 2016 – May 2016

- Acceptance and execution of orders
- The bell of partners and consumers
- SMM

### SEO SPECIALIST, SEOOKI

May 2016 – Present

- Selecting and analyzing keywords and phrases of a web resource
- Making Title, Keywords, Description
- Working with different competitive niches: on/off page optimization
- Analyzing the sites of competitors
- Conduct audit of sites and write edits
- Link Building: researching the best sites for setting app quality links for free
- Formulate tasks for copywriters
- Work with Google search console and Google Analytics
- Looking for the best ways to find quality links for ranking the sites higher → Promote websites in the US, Canada, Europe

## SEO SPECIALIST, Genesis

February 2019 – Present

- Working with media sites
- Getting traffic from Yandex Dzen
- Promote websites in Kazakhstan
- On/Off page optimization
- Research topics for copywriters
- Setting tasks for programmers
- Analyzing sites of competitors
- Conduct audit of sites and write edits

## EDUCATION

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2009 – 2015

NTUU 'IGOR SIKORSKY KPI'

BA, Sociology and Law

MA, Administrative Manager

## SKILLS

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Keyword Research (Semantics)

Meta Data

Wordpress (admin panel)

Backlink Research

Competitor Keyword Analysis

On/Off Site SEO

Competitor Analysis

Competitor Keyword Analysis

Site Maps

Guest Posting

Link Building (WEB 2.0, blogs, profiles etc.)

## LANGUAGES

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English - upper-intermediate

Ukrainian - native

Russian - native

## SEO SERVICES AND PROGRAMS

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Ahrefs  
Semrush  
Google Search Console  
Google Analytics  
A-parser  
X-parser  
Screaming Frog  
Content Machine  
Redmine

Slack  
Jira  
Alexa  
SimilarWeb  
TheBestSpinner  
MS Excel, Word  
Notepad++

## **CERTIFICATION**

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Google Analytics Certification Beginner

## **PLANS FOR THE NEAR FUTURE**

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Getting AdWords Certification