

# Alex Cherkaskyy

## Head of Marketing

**Address** (temporary): Podgorica, Montenegro. Plan to relocate.

**Citizenship:** Ukraine. Eligible to obtain work authorization in the EU via Temporary Protection status.

**E-mail:** [Contact Form](#) | **Website:** [cherkaskyy.com](http://cherkaskyy.com) | [LinkedIn Profile](#)

## Professional Summary

Results-driven Digital Marketer with 16+ years of experience and deep SEO expertise (a combination of agency, In-house, startup and personal projects). 5-year experience of running my own business (recruiting agency). Delivered organic search traffic growth from at least 20% up to 550% for 90+ projects in 20+ "white" industries worldwide (mainly in the US). Actively use AI tools to speed up and improve SEO, Digital Marketing and Web Dev workflows. Proficient in running in-depth SEO audits & research, transforming them into actionable step-by-step strategies, prioritizing and assigning tasks to team members and developers. One of the key abilities is ongoing collaboration with developers in the same language, which helps to achieve goals faster. Long-term results-driven experience in building content plans and managing content creation workflows. Deep knowledge of optimizing international/multilingual websites.

## Work Experience

### Senior Growth Marketing Specialist / Webmaster

KASI Technologies Inc. (Canada/international digital office in Podgorica, Montenegro) 06.2023 - 03.2024

- In 10 months, successfully completed 5 website migrations for existing holding's websites and websites of acquired companies (3 of them with a redesign). Developed 1 website from scratch. Improved SEO, achieving 20-50% target traffic growth, and significantly enhanced speed performance;
  - Optimized websites for better scalability and maintenance using cutting-edge WordPress solutions like GeneratePress Premium and GenerateBlocks Pro;
  - In 3 months, completed the digital transfer of the acquired industry pioneer global brand (Cooperheat) from a multi-billion company (Stork) to the newly established one (Cooperheat Equipment Ltd.). Developed and launched a basic version of the website with a recreated design in 12 days. Within 10 days of allowing the website for indexing by Google, it averaged 3rd position for the main search request in primary locations. In 1 month, it ranked 1st and started collecting the absolute majority of brand search requests. Achieved this goal thanks to heavily utilizing a combination of my SEO and Web Dev expertise.

### SEO Specialist

ComeBack Mobility - MedTech startup (USA/Ukraine, remote)

09.2021 - 12.2021

- Conducted a technical SEO audit for the MVP resource before launching a full-fledged startup. Within 2 weeks removed the most critical technical SEO blockers, allowing moving forward with content SEO;
- Ran initial keyword research to clarify the target search demand for a brand-new product (with no direct analogs on the market). Built a semantic core and clusters for landing pages, blog, supporting content, and PPC campaigns;
- Built a content plan and managed the content creation workflow (In-house and freelance writers).

## SEO Specialist / Digital Marketer

DesigningIT - full-service digital agency (Charleston, SC, USA, remote)

04.2018 - 05.2021

- Conducted SEO audits, keyword research, competitor analysis, built and implemented SEO strategy for 70+ clients worldwide (mainly in the USA). From small local businesses to big companies like [Homes Direct](#) (traffic growth - x5, leads growth - x28 in 2 years) or [Gulfstream Aerospace](#) (implemented by the client, traffic growth - x2 in 2 years). Delivered informational and client-friendly reports for each milestone;
- Efficiently managed the process of fixing technical issues and implementing updates and new features by developers. Assisted other SEO specialists in the team in collaborating with developers on their projects, helping to avoid potential delays and incorrect implementations;
- Built content strategy, managed the content creation workflow, efficiently collaborating with in-house and outsourced writers;
- Was involved in the new SEO specialists' assessment process before hiring. Helped the agency owner make the right choice, leveraging my previous experience as a recruiting agency owner.

## SEO Specialist, Copywriter, Content Manager, Web Developer

Self-employed

02.2007 - present

Personal projects, primarily in the Travel industry. Single-language and multilingual website development from scratch. Content creation. SEO and Digital Marketing. MVP launch and testing. AI solutions for business.

## Education

2000 – 2004, Mykolayiv, Ukraine | European University of Finances, Information Systems, Management & Business | Bachelor's degree in management in foreign economic activity.

## IT Courses

2017 - PHP. 2017 - Basics of programming (based on JavaScript). 2018 - CS50 - introduction to computer science and programming from Harvard University (self-education).

## Skills

**Proficient in:** SEO Audits, SEO Strategy, On-Page SEO, Technical SEO, International/Global SEO, SEO for Multilingual Websites, Keyword Research, Content Strategy, Content Creation Management, SEM, Project Management, Website Migrations, Google Search Console, Google Analytics, Google Tag Manager (GTM), Looker Studio (ex Google Data Studio), SEMrush, Ahrefs, Majestic, SimilarWeb, Keyword Planner, Google Trends, Screaming Frog, WordPress, HTML/CSS, Structured data, AI Tools, ChatGPT, Excel, PageSpeed Insights, Core Web Vitals, Monday, ClickUp, Asana, Jira, Slack, Youtube Marketing.

**Familiar with:** PHP, JavaScript, SQL, MySQL, BigQuery, ASO, Paid Search, PPC, Google Ads, Display Ads, CRO, A/B testing, Multivariate testing, Organic Social, SMM, Video editing (Davinci Resolve).

**Certified in:** [Google Analytics](#), [Google Search Ads](#), [Microsoft Advertising Search](#), [Google Ads Display](#), [Google AI-Powered Shopping Ads](#), [LinkedIn Marketing Strategy](#), [HubSpot Marketing Hub Software](#), [more](#).

**Soft skills:** creative problem-solving, analytical thinking, responsibility, productive international and remote team collaboration, and continuous learning to stay aware of and test the industry's cutting-edge solutions.

**Languages:** English - fluent/C1, Ukrainian – native, Russian - native.