

Alex Cherkaskyy

Digital Marketing Manager

Address (temporary): Liebenau, Upper Austria, Austria. Plan to relocate.

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Professional Summary

Self-starter Digital Marketer with 16+ years of experience and deep SEO expertise (combination of agency, in-house, startup, and personal projects). Actively building expertise in Digital Marketing strategies, including On-Page and Off-Page optimization, tailored for the evolving landscape of AI-powered search (LLMO, GEO). Delivered organic traffic growth, with a focus on revenue and ROI, from at least 20% up to 550% for 90+ projects in 20+ industries worldwide, primarily in the USA.

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 strengths is ongoing collaboration with developers, effectively communicating in their 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. Actively use AI tools to speed up and improve SEO, Digital Marketing and Web Dev workflows.

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.
- For complex and long-term projects, acted as a non-client-facing Project Manager, leading a fluid team of dedicated specialists: developers, web designer, and marketing specialists.

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 Strategy, SEO Audits, On-Page SEO, Technical SEO, LLMO, GEO, International/Global SEO, Multilingual SEO, Keyword Research, Content Strategy, Content Creation Management, SEM, Project Management, Google Search Console, Google Analytics, Google Tag Manager (GTM), Looker Studio, SEMrush, Ahrefs, Majestic, SimilarWeb, Keyword Planner, Google Trends, Screaming Frog, WordPress, HTML/CSS, AI Tools, ChatGPT, Gemini, Excel, Monday, ClickUp, Asana, Jira, Slack, Youtube Marketing.

Familiar with: PHP, JavaScript, SQL, MySQL, BigQuery, ASO, Paid Search, PPC, Google Ads, Display Ads, SMM, Organic Social, Paid Social, CRO, A/B testing, Marketing Automation, Video editing.

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 mindset, curiosity, analytical thinking, responsibility, productive international and remote team collaboration, continuous learning to stay up to date and test the industry's cutting-edge solutions.

Languages: English - fluent/C1, Ukrainian – native, Russian - native, other - with AI assistance.