Alex Cherkaskyy

Senior SEO & AI SEO Manager

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Professional Summary

Senior SEO & AI SEO Manager with 18+ years of experience. Currently working on enterprise SEO & AI SEO at **Reuters**, combining strategy, analysis & implementation with automation, API & MCP integrations, and custom tooling to support that work. Work closely with product, engineering & data teams and third-party vendors. Support the Commercial team with AI SEO for commercial content and advise stakeholders & leadership on SEO & AI SEO decisions.

Across my career, worked with 90+ businesses across 20+ industries worldwide, primarily in the USA, delivering organic search traffic growth from 20% to 550% with a focus on revenue & ROI. Agency, in-house, startup, consulting & personal projects have built extensive experience in international/multilingual SEO, content strategy, digital growth & web development. Combine that background with hands-on technical work, automation & application development to investigate problems, build solutions & work directly with developers on implementation.

Work Experience

SEO & AI SEO Specialist

Reuters - global News & Media organization (Spain/Turku, Finland | remote) 09.2025 - present

- Enterprise SEO & AI SEO in a multi-product, multilingual & multi-vertical environment with >10M pages & >15M monthly organic search visits.
- Develop & implement technical & other scalable SEO & AI SEO solutions, working closely with product, engineering & data teams and third-party vendors. Provide recommendations & implementation plans, and oversee execution.
- Configure enterprise SEO tools for issue detection & analysis, and assign identified issues to the appropriate specialists for resolution.
- SEO support for complex website migrations involving 1M+ URLs.
- Create dashboards & automated/semi-automated reports with actionable SEO & AI SEO insights. Report to leadership on performance across traditional & AI-first search, and advise on key decisions & industry developments.
- Develop & maintain enterprise SEO & AI SEO analysis & automation platforms using APIs & MCP integrations, and onboard teams & stakeholders. Use Claude Code & internal AI tools daily for analysis, coding, automation & application development.
- Support the Commercial team with AI SEO for commercial content across multiple verticals.

SEO, AI SEO & Growth Consultant

Self-employed (Montenegro/Spain/Turku, Finland | remote) 04.2024 - present

- Enterprise SEO and AI SEO for the leading global News & Media company.
- Develop & implement SEO, AI SEO & digital growth strategies.

- Develop content strategies, including AI-assisted workflows to improve content creation & quality control.
- Build workflow automations for SEO, AI SEO & growth marketing, including projects in software, AI & healthcare technology.
- Develop marketing automation workflows for lead retention & retargeting across websites, LinkedIn & CRM systems.
- Educate & advise stakeholders on SEO, AI SEO, growth marketing & automation.
- Test new approaches through personal SEO, web development & automation projects, including AI tools & APIs.

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 the holding's existing websites & those 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 maintainability 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 primary brand query in primary locations. In 1 month, it ranked 1st and began capturing most brand search traffic. 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 of the MVP website. Within 2 weeks removed the most critical technical SEO blockers, enabling content SEO work to proceed.
- 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 strategies 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 informative and client-friendly reports at 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: Front-end developer, Back-end developer, DevOps, Web designer, and Marketing Specialists.

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: Enterprise SEO & AI SEO, Technical SEO, SEO Strategy, SEO Audits, On-Page SEO, Keyword Research, International/Global SEO & AI SEO, Multilingual SEO, GEO, LLMO, AEO, Content Strategy, Content Creation Management, SEM, YouTube Marketing, Google Search Console, Google Analytics, Google Tag Manager (GTM), Google Trends, Keyword Planner, Oncrawl (up to 10M pages), Screaming Frog, BrightEdge, SEMrush, Ahrefs, Majestic, Sistrix, SimilarWeb, NewzDash, Chartbeat, AI Tools, AI Agents, Claude Code, ChatGPT, Gemini, AI-Assisted SEO Workflows, Workflow Automation, Marketing Automation, API & MCP integrations, SEO Tooling/Application Development, Wispr Flow/Superwhisper, Data Analysis, Dashboards & Automated Reporting, HTML/CSS, GitHub, WordPress, Slack, Project Management.

Familiar with: PHP, JavaScript, Python, SQL, MySQL, BigQuery, VS Code, n8n, ASO, Paid Search, PPC, Google Ads, Display Ads, SMM, Organic Social, Paid Social, CRO, A/B testing, Looker Studio, Video editing.

Working strengths: creative problem-solving mindset, analytical thinking, curiosity, responsibility (truly, old school), stress resilience, productive international and remote cross-team collaboration, continuous learning to stay ahead of the curve, and testing the industry’s cutting-edge solutions.

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