

SERHII VYSHAR

Digital Marketing Specialist | SEO Expert

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PROFESSIONAL SUMMARY

Experienced Digital Marketing Manager with **8+ years** of expertise in **SEO, website management**, and data-driven marketing strategies. Demonstrated success in driving **organic traffic** growth, enhancing **user engagement**, and leading cross-functional teams to execute impactful **digital campaigns**. Proficient in leveraging modern tools and technologies to optimize **website performance**, deliver **ROI-focused** advertising, and craft engaging brand experiences.

Fully authorized to work in the US.

Languages: English (Upper-Intermediate, B2+), Ukrainian (Native), Russian (Native)

CORE COMPETENCIES

- **Digital Marketing:** SEO, CRO, SEM, PPC, Google Ads, Facebook Ads, Email Marketing, Social Media Strategy
 - **Analytics Platforms:** Google Analytics, Search Console, Tag Manager, Adobe Analytics, Hotjar
 - **SEO Tools:** BrightEdge, SEMrush, Ahrefs, MOZ Pro, SimilarWeb, ScreamingFrog, SERPstat, Ryte
 - **Web Development:** WordPress, Shopify, OpenCart, Drupal, Magento, Webflow
 - **Programming & Tech:** JavaScript, PHP, HTML, CSS, MySQL, Bootstrap
 - **Design & Content:** Canva, Figma, Photoshop, Illustrator, Adobe Creative Suite
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PROFESSIONAL EXPERIENCE

Digital Marketing Manager | SEO Specialist

Cartina – Tampa, FL | Aug 2022 – October 2024

- Spearheaded SEO strategies that elevated organic website traffic by 150% and secured top positions for high-value keywords in the competitive automotive sector.
- Implemented advanced multi-account advertising strategies on Facebook and Instagram, driving a 30% monthly increase in qualified leads and boosting conversion rates.
- Designed a dynamic customer engagement program, including personalized offers and loyalty discounts, which resulted in a 20% growth in repeat business.
- Launched data-driven digital advertising campaigns on Google Ads, achieving a 40% reduction in cost-per-click (CPC) and improving ROI.
- Conducted in-depth market and competitor analysis using SEMrush and SimilarWeb to refine the company's positioning and content strategy.
- Established and tracked KPIs across campaigns using Google Analytics and Tag Manager, enabling a real-time optimization approach that increased sales by 25%.
- Collaborated with cross-functional teams to redesign the company's website, enhancing user experience and boosting lead generation by 35%.

Head of Digital Marketing | SEO Expert

AMT – Kyiv, Ukraine | Jan 2018 – Aug 2022

- Directed a high-performing digital marketing team of 7 specialists (SEO, SMM, content creators, designers, and developers), achieving a 700% surge in organic traffic across multiple company websites.
- Successfully optimized [stinex.ua](#), a heating equipment e-commerce platform, achieving a 400% increase in organic traffic and a 60% growth in online sales: Secured top-3 rankings on Google for over 50 targeted keywords, driving consistent lead generation; Enhanced technical SEO by improving crawlability, implementing schema markup, and optimizing site load speed, leading to a 20% reduction in bounce rates.
- Developed and executed comprehensive SEO strategies, driving 4 corporate websites to top 10 Google rankings for competitive industry keywords, significantly increasing inbound lead generation.
- Successfully launched and optimized two e-commerce platforms with integrated B2B portals, resulting in a 30% increase in wholesale order volume.
- Overhauled 13 company websites using platforms such as WordPress, Magento, and OpenCart, enhancing site speed, usability, and mobile responsiveness.
- Created and deployed customer-centric marketing campaigns, integrating Google Ads, Facebook Ads, and remarketing strategies, which led to a 50% boost in revenue.
- Optimized YouTube content strategies, increasing subscriber growth by 80% and improving brand visibility in the digital space.

SEO Specialist | Marketing Manager

Avers – Kyiv, Ukraine | Aug 2016 – Jan 2018

- Maintained the company website's top 10 ranking in Google search results across Ukraine.
 - Streamlined Google Ads campaigns, significantly improving ad targeting and performance.
 - Enhanced social media presence on Facebook and Instagram, increasing brand engagement and visibility.
 - Conducted keyword research and implemented SEO optimizations, driving a 40% growth in organic website traffic.
 - Developed the company's brand identity, including product packaging and promotional materials, successfully launching a new product line.
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EDUCATION

Bachelor's Degree in Enterprise Economy

University of Customs and Finance – Dnipro, Ukraine | **2015**

CERTIFICATIONS

- **Digital Marketing Certification Course** – HubSpot Academy
- **JavaScript - Frontend Development** – IMT Academy
- **SEO Training** – ClickMinded
- **Technical SEO Best Practices** – Ahrefs Academy