

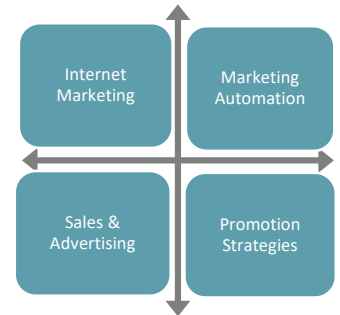
IVAN STEPIN

Aventura, FL 33180 | 347.909.3929 | istepin9@gmail.com | linkedin.com/in/ivanstepin/

SEO SPECIALIST

Establishing and managing SEO strategy to drive sales through increased visibility, higher traffic, and greater ROI.

With over 10 years of experience, I am skilled in swiftly recovering websites from Google's penalties and achieving top placements in local Google Maps for competitive keywords, enhancing local visibility and traffic. Proficient in utilizing AI technologies to automate and refine SEO processes, boosting efficiency on large-scale digital platforms. Expert in conducting thorough Technical Site Audits to identify and resolve issues that hinder site performance and search rankings. Manages high-traffic websites with over 50,000 daily visitors, optimizing user engagement and retention. Crafts content optimized for Google's algorithms, improving user interaction and conversion rates. Effectively coordinates with cross-functional teams to integrate SEO with overall marketing strategies, fostering robust organic growth and digital presence.



DIGITAL / E-COMMERCE MARKETING COMPETENCIES

Search Engine Optimization (SEO) | E-Commerce Optimization | Paid & Organic Search Campaigns | Data-Driven Analytics | Online Customer Acquisition | B2B & B2C Marketing Strategies | Market & Customer Insights | Content Marketing | Social Media Marketing | Campaign Planning & Analysis | SEO Reporting | Web Development & Management | Team Leadership | Cross-Functional Collaboration | Advanced Keyword Research | Web Analytics | Marketing Best Practices | User Experience (UX) Optimization | Conversion Rate Optimization (CRO) | A/B Testing

PROFESSIONAL EXPERIENCE

LIFE STORAGE – Buffalo, NY, 2022 – Present

Search Engine Optimization Manager

Executed SEO strategies and ensured best practices were adequately implemented across all initiatives, owning full cycle from keyword audit, research and reporting to provide ideas for content development. Leveraged the Search Pilot platform to perform SEO experiments, boosting online presence and organic traffic to website.

- **Oversaw \$10,000 monthly budget** for SEO strategies, management, and process improvements.
- **Conducted keyword research and content creation** utilizing Open AI technologies to create SEO-friendly content.
- **Performed an audit** of website's internal infrastructure and architecture that optimized user experience and site performance, defining a new standard for website maintenance.

Notable Growth Stats

- +17% Organic Traffic
- +15% Customer Inquiries
- +100% Website Health Score

ROADWAY MOVING CO, INC. – New York, NY, 2018 – 2022

Search Engine Optimization / Pay Per Click Specialist

Pioneered ingenious, high-impact SEO tactics to magnify brand visibility and lead generation in a highly competitive niche. Administered \$10,000 per month annual budget. Collaborated with of 5 specializing in link-building campaign initiatives. Defined and measured performance (KPIs) metrics.

- **Achieved top-3 ranking** for most-sought-after keywords by optimizing internal pages and originating outreach strategy for populating sites with backlinks.
- **Amplified brand visibility** on Google Maps by formulating a local SEO strategy and enhancing My Business Google profile with top-ranked keywords.
- **Recorded 100% site health score** after repairing infrastructural issues.

Notable Growth Stats

- +144.55% Organic Traffic
- +50.96% Goal Conversion Rate
- 243.44% Goal Completions
- 4.6% Google Ads CTR
- 47.65% Google Ads Conversion Rate

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TECHSTUDIO – Brooklyn, NY, 2016 – 2018

Search Engine Optimization Analyst

Analyzed and evolved SEO strategies for clients with multilingual websites. Designed and developed engaging content to promote a positive customer experience in each language. Utilized channel analysis and SEO programs to increase audience.

- **Implemented e-commerce analytics** with a system that displayed client journey by integrating Google Analytics with client CRM system.
- **Catapulted traffic from relevant low-frequency keywords** by securing top-10 search engine positions through customized landing pages for each keyword.
- **Initiated flow of traffic** from multilingual keywords by tuning technical site details through Google Documentation.

Notable Growth Stats

- +274.65% Organic Traffic
- +30.8% Goal Conversion Rate
- +145.6% Goal Completions

AVERON – Ekaterinburg, Russia, 2012 – 2016

Internet Marketer

Built a distinctive online identity, elevating image, attracting and engaging customers, growing product sales, and enhancing business value by executing and iterating digital marketing strategy. Researched, analyzed, and leveraged market and competitor intelligence to drive organic campaigns forward. Identified opportunities and synergistic strategies; utilized KPI tracking tools.

- **Inflated organic search engine traffic** after completing technical, internal, and external website refinements.
- **Multiplied social media traffic** by branding and enriching quality of content on all social media platforms.
- **Fueled referral traffic** by boosting brand visibility on partner websites with easily integrated catalog module that featured product descriptions/prices.

Notable Growth Stats

- +874.27% Organic Traffic
- +542.2% Social Media Traffic
- +378% Referral Traffic
- +50.8% Goal Conversion Rate
- 1106.3% Goal Completions

EDUCATION, CERTIFICATIONS, & PROFESSIONAL DEVELOPMENT

Bachelor of Science (B.S.), Information Technology, CHELYABINSKI STATE UNIVERSITY – Chelyabinsk, Russia

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The Google Analytics Individual Qualification (IQ) – GOOGLE ANALYTICS ACADEMY

Advanced Google Analytics | Ecommerce Analytics: From Data to Decisions | Google Tag Manager

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Ultimate Google Ads / AdWords Course, Profit With PPC! – UDEMY

Data Architecture Principles, Data Structure & SQL | Software QA: Manual & Automated Testing – THE COOPER UNION

TECHNICAL SKILLS & TOOLS

Keyword Research | On-page Content Optimization | Structured Data Optimization | Local Listings Management | SEO Reporting | Site Audits | Technical SEO | Website Development | HTML/CSS/JavaScript | Google Analytics | Google Data Studio | Power BI | Moz Pro | Ahrefs | Majestic | Raven Tools | SEMrush | Google AMP | Google Ads | SEO Certification | WordPress Management | Microsoft Office Suite | Google Search Console | Google My Business | Bing Webmaster Tools | Content Creation & Management | Backlink Generation | Sitemap Optimization | Digital Marketing | Brand Development | Collaborative Writing | AI Tools for SEO | Conversion Rate Optimization | User Experience (UX) Design | A/B Testing | Social Media Optimization | Email Marketing Tools | CRM Software | PPC Management