

IGOR BERDNIKOV

Digital Marketing Specialist | SEO Expert | Email Marketer | Web Developer
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www.seo-profy.com
Place of Birth: Kyiv, Ukraine



PROFILE

Experienced Digital Marketing Specialist with over 12 years of hands-on expertise in SEO, email marketing, web development, and technical support. I help businesses strengthen their online presence, acquire new customers, and achieve sustainable growth — in both B2B and B2C sectors. I combine strategic thinking with technical know-how to execute projects reliably, efficiently, and with a clear focus on results.

CORE COMPETENCIES

- SEO Optimization: On-page/Off-page, keyword research, content strategy, link building, technical audits
- Email Marketing: CRM setup, automated campaigns, HTML newsletters, segmentation, A/B testing
- Web Development & CMS: WordPress, Joomla, OpenCart; responsive design, loading speed, security
- Tools & Analytics: Google Analytics, Google Tag Manager, Serpstat, Ahrefs, SimilarWeb, Netpeak Spider
- Technical Knowledge: HTML, CSS, CMS administration, error analysis and support

PROFESSIONAL EXPERIENCE

SK Trading Group LLC (Kyiv, Ukraine)

SEO Specialist | 11/2015 – 02/2022

- Comprehensive SEO optimization
- Creating technical specifications for copywriters & developers
- Link building & content placement
- Technical support & website administration

Welt von Wald (Kyiv, Ukraine)

Email Marketer & SEO Specialist | 12/2018 – 10/2020

- Development of email marketing strategies
- Creating HTML newsletters & customer communication
- Managing CRM systems & sending partner offers

Sanatorium Borshava & Sanatorium Teplytsia (Ukraine)

SEO Specialist | 12/2018 – 07/2020

- On-page optimization & content strategy
- Website modernization & technical upgrades
- Visitor acquisition & support

Safari-Ukraine Holding (Kyiv, Ukraine)

SEO Specialist | 05/2016 – 04/2018

- Keyword research & landing page development
- Link building, briefing copywriters, website maintenance

LIS Technology LLC (Kyiv, Ukraine)

SEO Optimizer | 09/2013 – 03/2016

- SEO strategy & website layout design
- Technical support & administration

EDUCATION

National Aviation University (NAU), Kyiv, Ukraine

Bachelor of Civil Engineering | 10/2005 – 07/2009

Aerospace Lyceum at NAU named after I.I. Sikorsky

Preparatory Studies | 10/2003 – 07/2005

ADDITIONAL TRAINING

- HTML & CSS (2010–2011)
- Website Optimization (2012)
- SEO Specialist (2016)
- Email Marketing (2018)

LANGUAGES

- Russian – Native

- Ukrainian – Native
- German – B1
- English – B1

PERSONAL STRENGTHS

- High sense of responsibility
- Results-driven mindset
- Continuous self-education
- Goal-oriented and reliable

HOBBIES

Music, sports, internet, nature