

Tamila Davydenko

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Website: <http://strategic-cv.com>

Seeking a Junior SEO Specialist/Digital Marketing Assistant

Goal-oriented SEO Specialist with 1+ year of experience in digital marketing, website optimization, and analytics. Skilled in driving organic traffic, implementing SEO strategies, and improving user experience. Passionate about continuous learning and delivering impactful results in SEO and digital marketing.

EDUCATION

ASPASIA

PC - Marketing and Communication Management, Level 3 (810h)

Barcelona
2024

Netology

SEO Management Course

Online
2023

National University of Kryvyi Rih

BS in Software Engineering

Ukraine
2015

WORK EXPERIENCE

Recepcion Virtual (<https://recepcionvirtual.es/>)

Marketing Strategist Internship

Hybrid
2024

- Set up analytics systems and tracked campaign performance, providing actionable insights for marketing strategies. (GA,GSC,GTM)
- Optimized the company website using WordPress, which improved page load speed by 30%.
- Launched and managed successful Google Ads display campaigns, achieving an average CTR of 4.2%
- Revised meta descriptions, boosting organic traffic by improving click-through rates.
- Executed targeted email campaigns, which achieved an open rate of 28% and a CTR of 12%.
- Improved SEO content, increasing search engine rankings for key service pages.
- Developed and implemented strategies to strengthen brand visibility, expanding the company's presence.

Helping to leave(<https://helpingtoleave.org>)

Junior SEO Specialist

Remote
2024

- Conducted comprehensive website audits to identify and resolve over 50 technical and on-page issues, resulting in a 15% increase in site performance scores
- Created and optimized the semantic core using SEMrush, increasing keyword coverage by 30% and improving visibility for targeted queries.
- Analyzed and fixed technical errors (e.g., broken links, crawl issues) using Screaming Frog and GSC, which reduced crawl errors by 40% and improved indexing rates.
- Implemented structured data using Schema.org, resulting in a 15% increase in click-through rates (CTR) for rich snippets.
- Prepared tasks for programmers to optimize and add new features to the site.
- Planned and coordinated article publications (4 articles per month over 2 months), driving 1,200 additional organic visits and increasing engagement metrics like time on page by 15%.
- Utilized Google Sheets and Excel for data organization, analysis, and reporting.

CatLashes (Beauty Salon)

Training & SMM Coordinator

Barcelona
2020-2022

- Generated student leads by actively managing Instagram, creating 2 posts weekly and 3 daily stories, effectively attracting new enrolment and closing deals
- Organised educational courses for around 250 students over a year boosting the annual revenue of the salon by approximately €12,000 only with educational activities
- Oversaw a 7-member team, ensuring high-quality customer service and fostering a collaborative work environment

Call-Center

Sales Manager

Kyiv,Ukraine
2014-2016

- Upsold to around 150 clients daily, demonstrating exceptional sales proficiency.
 - Effectively resolved conflicts and addressed customer complaints, ensuring customer satisfaction.
 - Achieved a high success rate of approximately 75% in call engagements
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Skills: Keyword Research, Target audience analysis, On-Page Optimisation, Technical SEO, Content checking, Link Building, Traffic attraction (YouTube, Social Media, Pinterest, Google Maps, etc) Analytics and reporting, Basic understanding of Software Engineering knowledge (HTML, CSS, JS), Problem Resolution

Tech Stack: Trello, Ahrefs, SEMRush, Google Analytics, GSC, Google Ads, Goole Tag Manager, Screaming Frog, WordPress

Languages: English B2, Spanish A2, Russian Native, Ukrainian Native