

Serhii Parkhomenko

Marketer, SEO, PPC

Digital & Affiliate Marketer, SEO, Bug Hunter, OSINT



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WORK EXPERIENCE

Volunteer

IT Army of Ukraine

02/2022 - 04/2022

Digital & Affiliate Marketer Freelance

05/2021 - Present

Achievements/Tasks

- Self-Learning
- SEO & PPC
- Affiliate Marketing

Marketing Lead KIT GLOBAL LLC

08/2019 - 02/2021

Mobile app and Web development

Achievements/Tasks

- SEO & PPC
- SMM & SERM

SEO Specialist Green Cleaning Systems

10/2018 - 07/2019

Professional cleaning services industry

Achievements/Tasks

- Linkbuilding
- SEO & SEM

EDUCATION

Self-learning

Internet

2017 - Present

Courses

- Mobile, International, and Local SEO Test
- PPC Mastery: The Beginner's Guide to Bing PPC Ads
- Advanced Competitive Research Exam

Junior Specialist Machine Building College

2013 - 2017

Courses

- Technology of processing of materials on machine tools and automatic lines

Sumy, Ukraine

Rockville, MD

Sumy, Ukraine

SKILLS

Data Analysis



Local and mobile SEO



Affiliate Marketing



Cybersecurity



OSINT



TOOLS

Google Analytics, Search Console, Ads, Data Studio

Yandex Metrika, Webmaster, Direct

SEMRush, Majestic, Moz, AHrefs, Screaming Frog, Ubersuggest

PUBLICATION

Interview with Miralinks (05/2020)

<https://blog.miralinks.ru/2020/05/19/user-actions-matter-more-than-just-clicks/>

Ads Online: 11 mistakes of contextual ads (01/2021)

<https://exiterra.com/blog/kontekstnaya-reklama/reklama-v-internete-11-oshibok-kontekstnoy-reklamy/>

Interview about hacking Russian Railways (01/2021)

<https://www.rzd-partner.ru/zhd-transport/interview/uyazvимость-sidit-pered-kompyuterom-a-ne-v-faylakh/>

LANGUAGES

English

Professional Working Proficiency

Ukrainian

Native or Bilingual Proficiency

Russian

Native or Bilingual Proficiency

INTERESTS

Marketing

Cybersecurity

Music

OSINT

Modern technologies