

Dmitry Kolpakov
Digital Marketing Specialist
and Web Developer
SEO / SEM / GA / PHP / FRONT-END



Senior digital marketing manager, with strong expertise in Search Engine Optimization (SEO) and in Google Ads (SEM/PPC) with Web Development background (PHP/SQL/HTML/CSS) and I have deep knowledge in Google Analytics and in Google Data Studio.

I know how to increase Google traffic with increasing Conversion Rate for converting web traffic to paid customers.

WORK EXPERIENCE



Tencent.co.th & JOOX.com

- ★ Largest social media and entertainment company in the world.
- ★ Main products: Sanook, WeChat, WePay, QQ, Games (PUBG).

JOOX is music streaming service in Southeast Asia
(Thailand / Indonesia / Malaysia / Hong-Kong)

Senior SEO Specialist (SEO / GA)

2018 - 2019 (Bangkok - Thailand)

SEO ACHIEVEMENTS	
SEO TRAFFIC	GROWTH
ALL COUNTRIES	X3.5 TIMES (+250%)
THAILAND	Built up from the ground
MALAYSIA & INDONESIA	X2 TIMES (+100%)

RESPONSIBILITIES
Lead SEO performance across Southeast Asia. (Thailand, Indonesia, Malaysia, Hong-Kong)
Planning and execution SEO roadmap with marketing strategy.
Daily duties: Google console webmaster tools,robots.txt, metadata, schema, sitemap.xml, canonicalization, redirection 301.
Provide regular SEO tech-audit for web development SEO improvement.
Lead content strategy, link building strategy.
Analyzing keywords and SEO techniques used by competitors
Set up the dashboard and google analytics for traffic tracking.
A/B testing proposed SEO changes to see what drives traffic increases.

PERSONAL INFORMATION

Location: Singapore
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Linkedin.com/in/dkseo

LINKEDIN REFERENCES:

Available on my linkedin profile
Linkedin.com/in/dkseo

Orami (Vice President)
Orami (VP Marketing)
Orami (Chief Digital Officer)
Priceza (Head of Marketing)
Priceza (Marketing Manager)

MARKETING SKILLS

Search Engine Optimization (**SEO**)
Google Ads (**SEM/PPC**)
Google Analytics (**GA**)
Google Tag Manager (**GTM**)
Google Data Studio (**GDS**)

WEB DEVELOPING SKILLS

Frontend (**HTML + CSS + JS**)
Backend (**PHP + SQL**)

PUBLIC SPEAKING

Seamless Thailand (2018 Feb)

MY INTERVIEW ON TECH IN ASIA

techinasia.com/talk/russian-seo-thail
and-grow-career

CERTIFICATED

Google Analytics (**GA**)
Google Adwords (**SEM/PPC**)
Zend PHP Professional (**PHP**)

MY MARKETING TOOLS

MyUTM.net
Smart UTM Link Builder

MySEO.pro/sem
G.Ads Keyword Planner



Orami.com

- ★ Leading Online retailer in Southeast Asia with FMCG products.
- ★ Founder: Shannon Kalayanamitr (Shark Tank Thailand).

Performance Marketing Manager (SEO / SEM)

2017 - 2018 (Bangkok - Thailand)

ACHIEVEMENTS	GROWTH
SEO TRAFFIC	+75%
SEO CTR	+108%
SEM CONVERSION RATE	+159%
SEM COST PER ORDER	-147%

RESPONSIBILITIES
Developing SEO strategy to improve website visibility on search engines.
Managed Thai assistant for leading SEM traffic (Google Ads).
Website analysis with technical recommendations (e.g., load time speed, image optimization, correct use of html tags).
Identifying powerful keywords to drive the most valuable traffic.
Customize Dashboard with Google Data Studio for traffic tracking.



Priceza.com

- ★ Leading Price Comparison Service in Southeast Asia.

SEO Specialist (SEO / GA)

2016 - 2017 (Bangkok - Thailand)

ACHIEVEMENTS	
SEO TRAFFIC	GROWTH
THAILAND	+28%
MALAYSIA	+115%
PHILIPPINES	+78%
VIETNAM	+120%
SINGAPORE	+44%

RESPONSIBILITIES
Boost search traffic (SEO) and increase conversion rate (CRO)
Preparing roadmap SEO strategy and weekly-monthly reports.

SEO COURSES

- Rand Fishkin (MOZ)
- Brain Dean (BackLinko)
- Lynda.com
- Udemy.com

DEV COURSES

- CodeAcademy.com
- TeamTreeHouse.com
- Specialist.ru
- HTMLAcademy.ru

SEO TOOLS

- Google Console
- Screaming Frog
- TopVisor
- KeyCollector
- SimilarWeb
- MOZ
- Ahrefs
- SEM RUSH
- NetPeak

SEM TOOLS

- Google Keyword Planner
- MySEO.pro/sem
- SEMrush.com
- KeyCollector
- Google AdWords Editor

ANALYTICAL TOOLS

- Google Analytics
- Google Tag Manager
- Google Data Studio
- MyUTM.net
- HotJar

FAVORITE INDUSTRIES

- eCommerce
- Travel
- Food
- Real Estate
- Digital Agency

Provide regular SEO tech-audit for web development SEO improvement.

Lead content strategy, link building strategy, and keywords strategy.

A/B testing proposed SEO changes to see what drives traffic increases.

Customize dashboard with Google Analytics (GA) for traffic tracking.

proskater.ru

★ Leading online fashion retail in Russia.

★ 1,000,000 visitors per month (only Russian market)

Chief Marketing Officer (SEO / SEM / EMAIL / SMM / CRO / GA)

2014 - 2016 (Moscow - Russia)

ACHIEVEMENT	GROWTH
CONVERSION	+40%
SEO Traffic	+130%
SEM Traffic	+43%
EMAIL Traffic	+85%
SMM Traffic	+50%

RESPONSIBILITIES
Performed advanced search engine optimization (SEO)
Leading marketing team (SEM / EMAIL / SMM)
Evaluated websites based on technical factors, on-page analysis, and backlink profiles to summarize the current SEO strength the site.
Lead content strategy, link building strategy, and keywords strategy.
Provide regular SEO tech-audit for web development SEO improvement.
Set up the dashboard for traffic tracking all marketing channels.
Launching A/B testing for increasing website's conversion rate.

Previous Work Experience (2002 - 2014)

PERIOD	COMPANY / LOCATION	ROLE
2012 - 2014	MTT Moscow / Russia	SEO Specialist ASO Specialist
2008 - 2012	VERES GROUP Moscow / Russia	SEO Specialist Web Developer
2002 - 2008	PIKANTA Moscow / Russia	Web Developer IT Specialist