

# SERHII VYSHAR

Digital Marketing Specialist | SEO Expert | WEB developer

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## PROFESSIONAL SUMMARY

Experienced Digital Marketing Manager with 9+ years of expertise in **SEO**, **website management**, and data-driven marketing strategies. Demonstrated success in driving **organic traffic** growth, enhancing **user engagement**, and leading cross-functional teams to execute impactful **digital campaigns**. Proficient in leveraging modern tools and technologies to optimize **website performance**, deliver **ROI-focused** advertising, and craft engaging brand experiences. **Fully authorized to work in the US.**

**Languages:** English (approaching Advanced C1), Ukrainian (Native), Russian (Native)

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## CORE COMPETENCIES

- **Digital Marketing:** SEO, CRO, SEM, PPC, Google Ads, Facebook Ads, Email Marketing, Social Media Strategy
  - **E-commerce & Marketplaces:** eBay, Amazon, Walmart, Shopify, Multi-Channel Listing Optimization, Pricing Strategy, Product Positioning, PPC Campaigns, A+ Content, Promotions & Discounts
  - **Analytics Platforms:** Google Analytics, Search Console, Tag Manager, Adobe Analytics, Hotjar
  - **SEO Tools:** BrightEdge, SEMrush, Ahrefs, MOZ Pro, SimilarWeb, ScreamingFrog, SERPstat, Ryte
  - **Web Development:** WordPress, WooCommerce, Shopify, OpenCart, Drupal, Magento, Webflow
  - **Programming & Tech:** JavaScript, PHP, HTML, CSS, MySQL, Bootstrap
  - **Design & Content:** Canva, Figma, Photoshop, Illustrator, Adobe Creative Suite
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## PROFESSIONAL EXPERIENCE

### E-commerce Growth Strategist | SEO & Marketplace Expert | Web App Developer

GlamCommand LLC – Clearwater, FL | Dec 2024 – Present

- **Scaled multi-channel e-commerce operations** on **eBay**, **Amazon**, **Walmart**, and **Shopify**, increasing **daily traffic from 5K–7K to 75K–85K** and driving a **300% boost in sales** through advanced optimization techniques.
- Executed a **full-scale SEO strategy**, enhancing product **visibility by over 4X**, securing top rankings for competitive keywords in the semi-luxury cosmetics and skincare categories (optimized **2,000+ SKUs**).
- **Revamped product listings** by optimizing titles, descriptions, and high-quality images, significantly improving engagement and conversion rates across all platforms.
- **Built and launched a Shopify store** from the ground up, implementing a high-converting UI/UX design and an ROI-driven marketing strategy to accelerate **sales growth**.
- **Developed a unique Walmart & Amazon strategy**, leveraging market insights, competitive analysis, and PPC optimization to maximize brand presence and revenue.
- Implemented **innovative marketing campaigns**, including **targeted promotions**, email marketing, and **loyalty programs**, increasing **repeat purchases** and customer retention.
- Optimized **multi-platform advertising strategies** on Google Ads, Facebook Ads, and marketplace promotions, reducing CPC and increasing ROI.
- **Leveraged analytics tools** to monitor performance, **analyze customer behavior**, and **refine e-commerce strategies**, ensuring sustainable long-term growth

### Digital Marketing Manager | SEO Specialist

Cartina Inc – Port Richey, FL | Aug 2022 – December 2024

- Spearheaded SEO strategies that elevated organic website traffic by 150% and secured top positions for high-value keywords in the competitive automotive sector.
- Implemented advanced multi-account advertising strategies on Facebook and Instagram, driving a 30% monthly increase in qualified leads and boosting conversion rates.
- Designed a dynamic customer engagement program, including personalized offers and loyalty discounts, which resulted in a 20% growth in repeat business.
- Launched data-driven digital advertising campaigns on Google Ads, achieving a 40% reduction in cost-per-click (CPC) and improving ROI.
- Conducted in-depth market and competitor analysis using SEMrush and SimilarWeb to refine the company's positioning and content strategy.
- Established and tracked KPIs across campaigns using Google Analytics and Tag Manager, enabling a real-time optimization approach that increased sales by 25%.
- Collaborated with cross-functional teams to redesign the company's website, enhancing user experience and boosting lead generation by 35%.

## Head of Digital Marketing | SEO Expert

AMT LLC – Dnipro, Ukraine | Jan 2018 – Aug 2022

- Directed a high-performing digital marketing team of 7 specialists (SEO, SMM, content creators, designers, and developers), achieving a 700% surge in organic traffic across multiple company websites.
- Successfully optimized vitals.ua, dtz.ua and kentavr.ua - AMT's proprietary e-commerce platforms for power tools, accessories and compact agricultural machinery - achieving a 400 % increase in organic traffic and 60 % growth in online sales across the portfolio. Secured 50+ top-3 Google rankings for high-intent keywords, enhanced technical SEO (crawlability, schema markup, page-speed optimization) and cut bounce rates by 20%
- Developed and executed comprehensive SEO strategies, driving 4 corporate websites to top 10 Google rankings for competitive industry keywords, significantly increasing inbound lead generation.
- Successfully launched and optimized two e-commerce platforms with integrated B2B portals, resulting in a 30% increase in wholesale order volume.
- Overhauled 13 company websites using platforms such as WordPress, Magento, and OpenCart, enhancing site speed, usability, and mobile responsiveness.
- Created and deployed customer-centric marketing campaigns, integrating Google Ads, Facebook Ads, and remarketing strategies, which led to a 50% boost in revenue.
- Optimized YouTube content strategies, increasing subscriber growth by 80% and improving brand visibility in the digital space.

## SEO Specialist | Marketing Manager

Avers LLC – Kyiv, Ukraine | Aug 2016 – Jan 2018

- Maintained the company website's top 10 ranking in Google search results across Ukraine.
- Streamlined Google Ads campaigns, significantly improving ad targeting and performance.
- Enhanced social media presence on Facebook and Instagram, increasing brand engagement and visibility.
- Conducted keyword research and implemented SEO optimizations, driving a 40% growth in organic website traffic.
- Developed the company's brand identity, including product packaging and promotional materials, successfully launching a new product line.

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## EDUCATION

**Bachelor's Degree in Enterprise Economy**

University of Customs and Finance – Dnipro, Ukraine | 2015

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## CERTIFICATIONS

- **Digital Marketing Certification Course** – HubSpot Academy
- **JavaScript - Frontend Development** – IMT Academy
- **SEO Training** – ClickMinded
- **Technical SEO Best Practices** – Ahrefs Academy