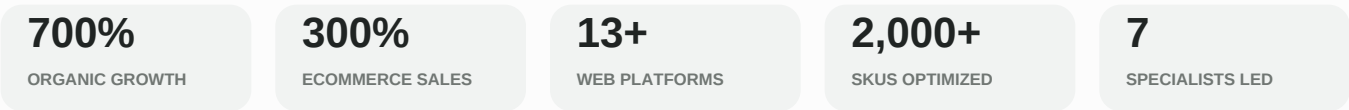


I build digital growth systems end to end.

10+ years across eCommerce, SEO, CRO, analytics, marketplace growth and full-stack web development. I connect acquisition strategy, conversion architecture, technical execution and data into systems designed to improve revenue, qualified leads and long-term business performance.



EXECUTIVE SCOPE

Growth Strategy

Organic acquisition, CRO, paid growth, retention, local search and customer journey architecture.

Digital Commerce

Shopify, Amazon, Walmart, eBay, merchandising, pricing and marketplace growth.

Technology & Product

PHP, JavaScript, MySQL, APIs, OAuth, CMS architecture and internal business tools.

Data & Optimization

GA4, Search Console, GTM, Hotjar, behavioral analytics, technical SEO and funnel measurement.

SELECTED EXPERIENCE

Founder & Product Architect

2025 - Present

W-MAX · Tampa, FL

Building proprietary growth, analytics and CMS products that turn marketing and behavioral data into practical business decisions.

- Architect and develop a proprietary CMS and modular business intelligence platform using PHP, JavaScript, MySQL, APIs and OAuth.
- Build an SMB growth intelligence MVP integrating Google Search Console, Google Business Profile and on-site behavioral data.
- Develop systems for page-growth analysis, cannibalization detection, lead tracking and conversion visibility.

Digital Growth & Web Strategy

2025 - Present

AGB Appliance Repair · Appliance Repair Optimal

Lead end-to-end digital growth for U.S. service businesses across website architecture, technical SEO, conversion funnels, local search and analytics.

- Build and redesign conversion-focused websites from the ground up with technical SEO and structured customer funnels.
- Develop scalable service and location architecture while resolving intent gaps, technical issues and internal cannibalization.
- Connect SEO, Google Business Profile, reputation, behavioral data and conversion tracking into ongoing lead-generation systems.

SEO & Growth Strategist

Dec 2025 - Present

Ortho MD LLC · U.S. Telehealth

Lead organic growth and web strategy in a competitive regulated telehealth environment.

- Drove a 20% increase in overall organic traffic through technical, on-page and content strategy improvements.
- Expanded visibility to 49 Top-10 keywords and 22 Top-3 keywords.
- Secured #1 positions for primary high-intent queries and generated a 2,800% surge in traffic and conversions on targeted landing pages.

eCommerce Growth Strategist

Dec 2024 - Dec 2025

GlamCommand LLC · Clearwater, FL

Owned growth across a premium beauty and cosmetics ecosystem spanning eBay, Amazon, Walmart and Shopify.

- Scaled daily traffic from 5K-7K to 75K-85K and drove a 300% increase in sales.
- Optimized 2,000+ SKUs and increased product visibility by more than 4X.
- Built and launched a Shopify storefront from the ground up with conversion-focused UX and growth strategy.

Digital Marketing Manager

Aug 2022 - Dec 2024

Cartina Inc · Port Richey, FL

Owned search, paid acquisition, analytics and website growth for an automotive business.

- Increased organic website traffic by 150% and drove a 30% monthly increase in qualified leads.
- Reduced Google Ads CPC by 40% while improving ROI.
- Redesigned the company website and improved lead generation by 35%.

Head of Digital Marketing

Jan 2018 - Aug 2022

AMT LLC · Dnipro, Ukraine

Led digital growth across a multi-brand retail, distribution, B2B and eCommerce portfolio.

- Directed a cross-functional team of 7 specialists across SEO, content, design, social and development.
- Achieved 700% organic growth across multiple company websites and 60% online sales growth across key eCommerce properties.
- Secured 50+ Top-3 rankings, launched two eCommerce platforms with B2B portals and overhauled 13 websites across WordPress, Magento and OpenCart.

SEO Specialist & Marketing Manager

Aug 2016 - Jan 2018

Avers LLC · Dnipro, Ukraine

Early-career role spanning search visibility, paid acquisition, brand development and product marketing.

- Maintained Top-10 national search visibility and grew organic traffic by 40%.
- Improved Google Ads performance and supported a successful new product launch through brand, packaging and promotional work.

TECHNICAL DEPTH

Development

PHP · JavaScript · HTML · CSS · MySQL · APIs · OAuth

Analytics

GA4 · Search Console · GTM · Hotjar · SEMrush · Ahrefs · Screaming Frog

Platforms

Shopify · WordPress · WooCommerce · OpenCart · Magento · Webflow

Commerce

Amazon · Walmart · eBay · Shopify · Marketplace SEO · PPC · Merchandising

EDUCATION & CREDENTIALS

Bachelor's Degree in Enterprise Economy

University of Customs and Finance · Dnipro, Ukraine · 2015

Certifications

HubSpot Digital Marketing · JavaScript Frontend Development · ClickMinded SEO · Ahrefs Technical SEO