

# HLINSKI YURY VALER'EVICH

## Senior SEO Specialist

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## PROFESSIONAL SUMMARY

Results-driven SEO professional with over 10 years of specialized experience in search engine optimization and digital marketing. Demonstrated expertise in elevating organic search rankings, implementing technical SEO solutions, and driving measurable business growth. Proven track record of increasing organic traffic by 40%+ and improving ROI by 12%+ through strategic keyword optimization and content enhancement. Adept at leveraging cutting-edge SEO tools and staying current with algorithm updates to maximize search visibility across diverse industries. **Core Competencies:** "E-E-A-T Optimization", "AI-Assisted SEO", "International SEO.PORTRFOLIO & LINKS" • LinkedIn: [linkedin.com/in/yury-hlinski](https://www.linkedin.com/in/yury-hlinski) Case Studies: <https://yhlinski.com/>

## EMPLOYMENT

### SEO Senior Consultant

Webstahub, Poland, [highstreammoving.com](https://www.highstreammoving.com)  
Jan 2024 - May 2025

- Designed and implemented comprehensive SEO strategies that increased organic rankings, traffic, and revenue by 30%
- Conducted in-depth keyword research and trend analysis to identify high-value opportunities aligned with business objectives
- Executed technical SEO audits to identify and resolve site issues, improving crawlability and indexation by 45%
- Maximized ROI through data-driven keyword strategies and conversion rate optimization techniques. Integrated AI-powered content optimization ( GPT-4, Contadu) to align with Google's E-E-A-T guidelines and AI Overviews
- Cultivated client relationships and identified opportunities to up-sell tailored SEO solutions
- Mentored junior team members and shared expertise to foster professional growth and innovation
- Utilized advanced SEO tools including Ahrefs, Semrush, SE Ranking, Contadu, GPT-4, Sitechecker Pro, and Screaming Frog 21.0

### Senior SEO Specialist

Capital Asset Exchange & Trading (Marketplace), Minsk, [caeonline.com](https://caeonline.com)  
Feb 2023 - Oct 2023

- Analyzed SEO data and identified customer behavior patterns to optimize campaigns, resulting in 25% improved ROI
- Tracked and analyzed web analytics data across multiple search engine marketing (SEM) campaigns
- Managed campaign budgets effectively, ensuring optimal resource allocation while maintaining cost efficiency
- Conducted comprehensive keyword research, expansion, and refinement to capture targeted traffic
- Developed and executed strategic off-page SEO initiatives through targeted link building campaigns
- Collaborated cross-functionally to implement SEO best practices across all digital properties

### SEO Lead

Smart IT (Medvidi), USA, [medvidi.com](https://www.medvidi.com)  
Jan 2022 - Feb 2023

## CORE COMPETENCIES

- SEO Strategy Development
- Technical SEO Audits
- Keyword Research & Analysis
- Content Optimization
- Link Building
- Analytics & Reporting
- Team Leadership
- Budget Management
- Mobile App Optimization (ASO)
- A/B Testing

## SKILLS

SEO Optimization	Technical SEO Audits
Keyword Research	Content Strategy
Link Building	Analytics & Reporting
Ahrefs	Semrush
Screaming Frog	Google Search Console

## LANGUAGES

English	Russian
Belarusian	

- Spearheaded SEO strategy development and implementation, resulting in 35% increase in organic traffic
- Monitored departmental revenue and optimized campaigns to maximize ROI
- Conducted keyword research and created detailed content briefs for new landing pages
- Identified and resolved technical SEO issues through Google Search Console monitoring and site audits
- Managed and mentored SEO team members including outreach specialists and content managers
- Established comprehensive SEO processes, requirements, and resource allocation for link building initiatives
- Collaborated with cross-functional teams including Product, Analytics, Content, Development, and Design to implement SEO best practices
- Created and maintained content calendars in partnership with the Content Department
- Analyzed competitor SEO strategies and identified opportunities for competitive advantage

### **Internet Marketer (SEO Lead)**

Innowise-Group, [innowise-group.com](https://www.innowise-group.com)

Jan 2021 - Jan 2022

- Developed and executed SEO strategies that increased organic visibility by 40%
- Monitored departmental revenue and optimized marketing initiatives to maximize ROI
- Created detailed content briefs and technical specifications for new landing pages
- Identified and resolved technical SEO issues through comprehensive site audits
- Managed and mentored SEO team members while establishing standardized processes
- Collaborated with cross-functional teams to implement SEO best practices across all digital properties
- Analyzed site traffic patterns including click navigation and purchase conversion
- Developed strategies to improve Net Promoter Score (NPS) through enhanced user experience
- Created and delivered successful AdWords campaigns that increased conversion rates by 22%
- Prepared and presented comprehensive digital marketing reports to stakeholders

### **Head of SEO**

REALTBY ([realt.by](https://www.realt.by), [realting.com](https://www.realting.com)), [realt.by](https://www.realt.by)

Dec 2018 - Oct 2019

- Led SEO initiatives for two major real estate platforms: [realt.by](https://www.realt.by) and [realting.com](https://www.realting.com)
- Built and managed high-performing SEO team that achieved significant organic growth
- Identified and implemented site growth opportunities in collaboration with project managers and company leadership
- Optimized mobile applications for Google Play and Apple Store (ASO), conducting A/B testing to improve conversion rates
- Developed technical specifications for content creators and developers to enhance site functionality
- Achieved breakthrough organic growth through strategic SEO implementation
- Obtained certifications in Google Ads and Search AD from Asodesk Academy

### **Digital Marketer (SEO Specialist)**

Tecnocentr, Minsk, [tcn.by](https://www.tcn.by)

Feb 2017 - Dec 2018

- Managed technical SEO improvements and landing page optimization

- Created optimized content including copywriting and multimedia elements
- Refined semantic core and delivered monthly keyword position reports
- Implemented comprehensive internal and external optimization for corporate website
- Managed email marketing campaigns using Bitrix 24 and AcyMailing
- Launched and optimized related projects including detector.website and secur.asia
- Configured and maintained Google and Yandex advertising tools including UTM tracking and call tracking
- Analyzed competitor strategies and prepared presentations for industry exhibitions

## EDUCATION

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### Minsk State Linguistic University, Minsk 2013

Bachelor in Intercultural Communications, Translator-Referent  
Specialization in Foreign Languages and Economic Activity

- Applied linguistic expertise to multilingual SEO projects, optimizing content for international markets and improving global search visibility

## CERTIFICATIONS

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### AI Implementation Specialist

Neurohacking  
Jan 2024

- Google Analytics Individual Qualification 2024

- Google Ads Search Certification 2024

### Advanced SEO : Search Factors

Jan 2023

- Apple Search Ads Certification (Asodesk Academy) 2023

- Semrush SEO Toolkit Certification 2025

- Ahrefs SEO Course Completion 2024

### Google Analytics Certification

Google  
Jan 2023

### Severe SEO

Anton Markin  
Jan 2021

### Apple Search AD

Asodesk Academy  
Jan 2019

### Google Ads Certification

Google  
Jan 2017