



Mihalache Vlad

SEO & Content Marketer


With 8 years of experience in online marketing, I have excelled in various areas such as SEO campaigns, content editing, copywriting, content strategy, UX, keyword research, link building, analytics, and content planning.

Notably, I have achieved proven success by consistently ranking SERP 1 for highly competitive keywords and creating websites from scratch.

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AREAS OF EXPERTISE

Search Engine Optimization

Comprehensive understanding of SEO techniques, adeptness in conducting keyword research, and a proven ability to implement effective strategies resulting in top rankings.

Content Marketing

Crafting impactful content that resonates with audiences, drives engagement, and achieves strategic business objectives.

Social Media Management

Demonstrated track record of managing successful campaigns, crafting impactful content, and cultivating thriving online communities.

AWARDS

Marketing Entrepreneurship Academy

Won first place in a digital marketing pitching contest for various companies. My team worked on a project for the Lion chocolate bar.

WORK EXPERIENCE

On-Page SEO Specialist

Finixio (ClickOutMedia) • 2023 - Present

My days are jam-packed with optimizing content, digging through keywords that hit the mark, and diving into analytics. From marketing, business, and tech to finance, I research and edit content that talks the talk. I make sure every piece of content we put out there grabs attention and climbs the search ranks. It's all about keeping our content fresh and our audience hooked.

SEO Specialist

Green Tree Marketing SRL • Bucharest • 2021 - 2023

I was in charge of content marketing, keyword research, visual asset creation and analytics for a portfolio of 11 websites. Additionally, I led a team of expert copywriters.

Through my initiatives and implementation of SEO, I have successfully boosted website traffic by approximately 130%, driving significant growth for the company.

SEO Copywriter

Extremoo Marketing SRL • Bucharest • 2019- 2021

My job was to research and write in-depth blog posts, guides and reviews on topics related to the iGaming industry. I was responsible for creating content marketing strategies for the long-term and finding relevant keywords.

Digital Marketing Consultant

Bucharest • 2017 - Present

While I was still in college, I went on a path to develop my skills beyond what college was teaching me.

During this time, I learned how to create content marketing strategies, increase the social media reach and run targeted pay-per-click ads on Facebook and Google.

EDUCATION & CREDENTIALS

Marketing Bachelor's Degree: Academia De Studii Economice, Bucharest (2016-2019)

Certifications: Google Adwords Certificate, Google Analytics Certificate, Cambridge C2 Certificate, DELF B1 Certificate