

BOHDAN LYTVYN

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15 Rue du Pressoir, Orgerus, 78910



HEAD OF SEO, SENIOR SEO / TEAM LEADER

GROWTH HACKING | SEO | ORM | PERFORMANCE OPTIMIZATION

Head of SEO / SEM with *over 15 years of experience* in growth hacking in the most competitive markets / niches of iGaming, Affiliate business, Fintech, Crypto / Blockchain and EdTech.

An *MBA graduate* strategic thinker experienced in Strategy of SEM, Growth Hacking, SEO and Affiliate Marketing. Managerial skill set combines excellent strategic planning, organization and communication skills with strong financial analysis and business development abilities. *Trilingual*: fluent in English, Russian, plus, a good command of French.

AREAS OF COMPETENCY:

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|-------------------------------|----------------------------|----------------------------------|
| ▪ SEO / SEM / Growth hacking | ▪ Growth hacking | ▪ SEO audits |
| ▪ SEO Strategy | ▪ Lead generation strategy | ▪ Competitor Intelligence |
| ▪ SEO Architecture | ▪ SEO development (Python) | ▪ Penalty recovery |
| ▪ SEO analysis | ▪ Online Reputation Manage | ▪ Satellite sites |
| ▪ Semantic kernel development | ▪ Project planning | ▪ PPC |
| ▪ On-page optimization | ▪ Tech SEO | ▪ Policy Creation |
| ▪ Off-page / link building | ▪ Affiliate marketing | ▪ Video-Conferencing |
| ▪ Outreach campaigns | ▪ SEO Tools | ▪ Case studies |
| ▪ SEO Platforms | ▪ Media Partnership | ▪ Events & networking |
| ▪ GTM strategy | ▪ PBNs | ▪ Presentations and Workshops |
| ▪ Referral programs | ▪ Keywords research | ▪ Staff Training and Development |
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PROFESSIONAL VALUE OFFERED:

SEO LEADERSHIP:

- MANAGED SEO & Organic client acquisition in a SEO agency, online Media publishing companies as well as start-up / scale-ups as well as NGO, including:
 - **Finova Financials**, a Fintech start-up that has raised a total of \$155M in funding
 - **Predictology.co**, AI-based sport prediction & betting app.
 - **Boosta**, SEO agency.
 - **MycasinoIndex.com**, a start-up subscription-based b2b platform for affiliate marketers in Gaming.
 - **TheoGaming.Media**, a Publishing network in iGaming.
 - **ETF Insider**, a B2C FinTech start-up
- SOURCED more than 150k leads and 20k paying clients per year in the iGaming industry and more than 100k paying clients yearly in EdTech.
- PROVIDED for a total Revenue of €2.5+ million per annum through SEO.
- CONSULTED a total of 56 clients as a SEO & Growth Hacker, and a Fractional CMO.
- EDUCATED more than 100 Junior / Middle SEO specialist as a Speaker with Boosta Academy in more than 20 online events.
- PARTICIPATED in **Y-Combinator** acceleration program with a Finova Financials, a Fintech start-up that has raised a total of \$155M in funding.
- AUTHORED 'The Gambling MBA' YouTube channel.
- SERVED as a Member of Advisory Board in iGaming.

SEO OPERATIONS:

- Managed operations of SEO team of 12 persons
- Maintained a portfolio of 10 sites under management with a total traffic of 1+ million Organic users per month.
- Drove process improvements by executing cross-departmental collaboration for reports, statistics and tasks.

- Authored self-study reports for team members on internal competency reviews.
- Created publications, white papers, handbooks and resource tools.
- Ensured 100% on-time, under-budget project completion, making administration, scheduling, assignment delegation and staffing.

SEO ADMINISTRATION:

- Reduced process lags, recruiting, training and supervising Junior and Middle managers, SEO analysts, Link builders, Outreach & Partnership executives, SEO developers, SEO content writers and trainees to ensure optimal productivity for SEO teams.
- Coordinated educational program development for SEO department training needs.
- Analyzed and evaluated marketing trends while implementing strategies with annual budgets between €0 and €600K.

WORK HISTORY:

Partnership Marketers Club - Paris, France, 07/2022 - Current

SEO Consultant

SEO consulting in the ecosystems of iGaming and Affiliate Marketing

TheoGaming <https://theogaming.media> - Kiev, Ukraine, 09/2015 - 07/2022

– Media Publishing Company in iGaming

Head of SEO & Acquisition

Managed a team of 12 person and a portfolio of 10 media sites in Gaming with a yearly worth of Organic traffic of 2.5+ million euros

Boosta <https://boosta.biz> - Kiev, Ukraine, 10/2011 - 09/2015

– SEO Agency, working on affiliate sites in EdTech, Gambling and Finance

SEO Team Lead

Launched and managed affiliate sites in 10 geographies with a monthly Organic traffic of 1+ million users with the markets of EdTech, small business SaaS and gaming.

Victor Pinchuk Foundation <https://pinchukfund.org/en/> - Kiev, Ukraine, 05/2007 - 09/2011

– Non-profit organization

Head of SEM

Managed SEO and Paid Adverts campaigns across 6 websites for social activism and non-profit

EDUCATION AND CERTIFICATIONS:

Kyiv-Mohyla Business School (KMBS) – Kyiv, Ukraine.

Executive MBA

Antwerp Management School –Antwerp, Belgium.

Design Thinking

Institute of International Relations, Taras Shevchenko National University – Kyiv, Ukraine.

Bachelor of Arts

CONFERENCES AND SPEAKER PARTICIPATIONS:

iGB Amsterdam

GEFA Casablanca

Boosta Academy Kiev

EXPERTISE AREAS:

SEO, Growth Hacking, Business Strategy, Search Engine Marketing, Affiliate Marketing, Paid Advertising, Partnership Marketing, Lead Acquisition, Content Marketing, NLP /NLP, AI, Product Management, Start-ups, Business Development, Sales Pipeline Management, Account Management, Finance, Business Intelligence, Predictive Analytics, Leadership.

SOFTWARE SKILLS:

Buzzsumo, Hubspot, BrightEdge, Ahrefs, Semrush, SimilarWeb, SerpStat, Screaming Frog, Google Search Console, Google Analytics, Marketo, Jira, Click up, Airtable, SendGrid, Zapier, Laravel, WordPress, Digital Ocean, Wistia, Descript, WordAI, Google APIs, RapidAPI, AParser, YouTube, Mailshake, Hunter.io, Sitebulb, BambooHR, Figma.

MISCELLANEOUS:

Residence and work permit in France.
French language command at B2 (Upper-Intermediate) level.