

Lavinia Alma Apostol

apostol.almalavinia@gmail.com

+40(0)756690707

PERSONAL PROFILE

An adaptable and enthusiastic individual, analytically minded, practically innovative, with a keen interest in digital marketing; studied *Arts and Sciences* in order to develop a more organized and strategic mind, capable of both critical and creative thinking.

WORK EXPERIENCE

July 2020 – present SEO Manager, Global Savings Group, Munich, Germany

- Contractor, responsible for this trimester's growth planning for the company's main market, US.
- Developing a concept for better internal linking.
- Developing a content strategy for Black Friday.
- Developing an integrated concept to strengthen and improve EAT signals.
- Technical onsite auditing and creating a roadmap for implementation e.g. improving page experience signals, implementing schema.org, consolidating sitemap files etc.
- Developing SEO-friendly guidelines for Operations teams globally to use in their day-to-day.

January 2020 – June 2020 Career Break – travelling around SE Asia, stuck in Vietnam due to pandemic;

June 2019 – January 2020 SEO Manager, Artefact, London, UK

October 2018 – June 2019 Senior SEO Executive, Artefact, London, UK

- SEO account manager for some notable e-commerce brands i.e. Paperchase, Fred Perry and Crucial.
- Conducting regular on-site audits and creating industry up-to-date SEO strategies for my clients.
- Supporting clients and web developers in the implementation of SEO best on-site practices across several international sites, while managing other SEO agencies responsible for smaller markets.
- Developing a better understanding of specific CMS capabilities: WebSphere, Magento, and AEM.
- Managing start-to-finish SEO projects such as website migrations and taxonomy reviews.
- Completing keyword research and competitor analysis with the goal of identifying content gaps and creating SEO content briefs for copywriters.
- Daily working with several SEO tools e.g. Screaming Frog, Sitebulb, Google Tools, Sistrix, GetSTAT.
- Leading regular client meetings and weekly performance calls.
- Working closely with other channels (mainly PPC) to maximize traffic and conversion opportunities.
- Managing my team efficiently and creating methodologies and templates in order to maintain services of the highest standard, delivered according to the roadmap.
- Holding SEO training sessions for both clients and within the Artefact SEO team.
- Actively contributing to driving new business by taking part in agency pitches.

November 2017 – October 2018 Organic Performance Executive, Wavemaker Global, London, UK

- Developing the organic digital presence of some of the world's largest brands such as General Electric, Pfizer and Colgate by planning and implementing content and technical changes in Drupal, performing on-site and off-site audits, optimizing their YouTube channel, Wikipedia page and more.
- Highly involved in several website migrations and releases.
- Efficiently working with a wide range of SEO tools e.g. Deepcrawl, SearchMetrics, BrightEdge, AWR.
- Attending conferences such as Google mSEO for Agencies and Brighton SEO.

June 2016 – November 2017 Operations Manager & SEO Analyst, SUSO Digital, London, UK

- Operations Manager of 10 off-shore teams managing the link building strategy for 100 clients.
- Campaign Manager of 18 small clients (affiliate, ecommerce, bloggers) responsible for on-site and off-site SEO strategy & implementation (Wordpress, Shopify), client service and monthly reporting.
- Conducting keyword research, technical on-site audits, competitor research, content optimization, conversion optimization and site speed audits, link building and outreach, backlink audits.
- Efficiently working with a wide range of SEO tools e.g. Ahrefs, SEMRush, Moz, Majestic.

October 2014 – February 2015 Translator, Tokyo Girls' Update, Tokyo, Japan

- Translated (from Japanese to English) short articles for advertising campaigns for a girls' magazine.

May 2016 Work Experience, Lexis PR, London, UK

- Supported the team in the implementation and evaluation of PR campaigns for clients such as OASIS, Coke Live, Pizza Hut and Harley Davidson.

June 2014 – August 2014 Marketing and Research Intern, Oxford House, London, UK

- Developed creative skills by designing flyers and brochures.
- Worked largely unsupervised, demonstrating self-motivation and organizational skills.
- Co-ordinated the annual OH survey and analyzed the results.
- Entrusted with the additional responsibility of organizing The Knowledge Arts Festival.

EDUCATION

2012-2016 BSc Arts and Sciences with Study Abroad*, UCL (London, UK)

***2014-2015 SILS School of Liberal Studies, Waseda University (Tokyo, Japan)**

Relevant modules include:

Interdisciplinary Research Methods; Qualitative Thinking; Knowledge Economy:

- Strongly developed my qualitative research skills by conducting interviews and surveys.

Marketing Communications; Digital Marketing:

- Applied a range of digital marketing tools to develop an annual marketing plan for UCL ChangeMakers and The Guardian.

Other relevant modules: *Topics in American Advertising; Science in the Mass-Media; Microeconomics;*

2008-2012 Colegiul Național 'Gheorghe Roșca Codreanu' (Bârlad, România)

European Baccalaureate (92%). Certified in C++ programming language and HTML.

EXTRACURRICULAR

Freelance – Consulting small businesses on how to improve their organic performance by providing on-site audits, meta-data audits, content, technical or full SEO strategy roadmaps.

Part-time Customer Service jobs – Developed real-life commercial awareness and skills in high-pressure, customer-focused environments (e.g. fast food, bar, club, florist shop).

Voluntary Work

- Led a team of 12 participating in a program of cleaning up green spaces and planting trees.
- Helped children suffering from autism to enhance their learning abilities.
- Demonstrated great responsibility by taking care of children in the local hospital.

ACHIEVEMENTS

- Won the 'LSRS Student of the Year on Other Continents' 2016.
- Won awards in physics, astronomy, and astrophysics e.g. Edison diploma for scientific ingenuity.
- Founder and tutor at 'Nova Polaris' Astronomy and Astrophysics Society – organized monthly observatory field trips and weekly classes, teaching, motivating and encouraging a group of 15 high-school students to take part in regional contests.

OTHER SKILLS

Languages – Native Romanian. Fluent English. Conversational Japanese.

IT – Advanced Microsoft Office Suite. Intermediate Wordpress Blogging. Intermediate Adobe Photoshop. JavaScript beginner.

Clean driving license.