Maxim Seryakov

Skills

Wordpress
Advanced

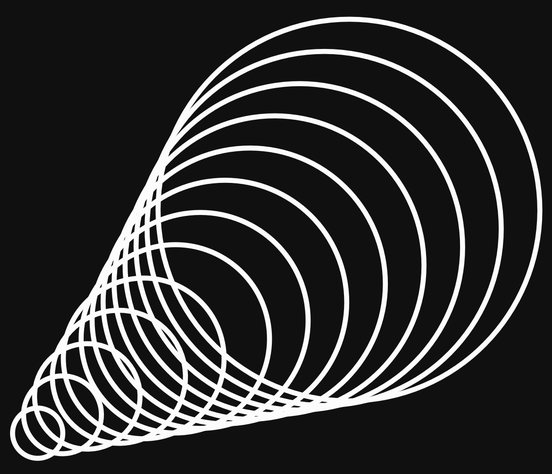
Website Design & Development
Expert

SEO
Advanced

Business Process Improvement
Expert

Digital Marketing
Advanced

Data & Analytics
Advanced



Contact

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Check all my Projects on:

max.darkmind.one
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Expertise

Fyre Dynamics — 2023 - Ongoing

- Lead Website Developer
- Website Designer
- Client Success Manager
- SEO Website Management
- Hardware and Software Support

My primary focus revolved around constructing high-performance, responsive, and visually engaging websites. Additionally, I played a pivotal role in promoting the company's target market, specifically Fire Protection Businesses. I accomplished this objective by leveraging social media platforms, with particular emphasis on LinkedIn Sales Navigator. Being situated in close proximity to the fire testing laboratory, I often served as the initial point of contact for potential clients in Fyre Dynamics.

Furthermore, my responsibilities extended to designing and producing various promotional materials. This encompassed office logos, window stickers, door stickers, and more, ensuring consistent and effective branding throughout the organisation

Various Digital Agencies — 2019 - 2022

- Operations / Project Management
- Wordpress Developer
- Shopify Website Developer
- SEO Website Management
- Hardware and Software Support
- Figma / Illustrator / Photoshop

I was responsible for developing and overseeing clients' online marketing strategies, which included conducting extensive market research, utilising mind mapping techniques, and drafting effective campaigns. These strategies resulted in clients experiencing significant growth within a short period, typically within the first few weeks or month.

Additionally, I successfully handled ad campaign drafting, creation, and management across various platforms such as Google Ads, Facebook Ads, LinkedIn Ads, among others. I also played a pivotal role in rebuilding several brands from the ground up.

Moreover, I maintained regular communication with clients, ensuring effective collaboration and understanding of their specific needs. I also provided valuable client support, assisting them with any hardware or software issues they encountered.

Certifications

- Google Ads Search, Display & Shopping Certifications
- Google Analytics Certification
- SEMRush Academy Certification (Pending)

Education

- NZ Diploma in Web Development and Design
- NZ Diploma in Software Development

Personal Interests

- Car/bike Enthusiast
- UX, UI design trends, AI, AR, VR and other
- Professional Tennis Player