

Kristina Kuznetsova

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PROFESSIONAL EXPERIENCE

TripleTen (ex. Yandex Practicum) is an online tech bootcamp that guarantees job placement upon completion of programs in software engineering, data science, QA, cybersecurity, UX/UI design, and BI. It operates across the U.S., Israel, Latin America, and Brazil, providing industry-aligned education and career support.

Head of SEO

Oct 2023 - Present

Primary Objective: Grow student enrollment for the U.S. tech bootcamp through organic Google search.

- Boosted non-branded purchases by 9x
- Grew non-branded leads from 25 to 650
- Increased non-branded organic sessions from 2,000 to 14,000
- Developed and executed a comprehensive SEO strategy
- Led the creation and optimization of commercial pages, collaborating with copywriters, designers, developers, and analysts to increase organic traffic
- Established content workflows with the content team to produce blog articles, driving informational traffic
- Conducted technical SEO audits, collaborating with the development team to resolve all site issues
- Performed backlink analysis and implemented a link-building strategy in partnership with external vendors
- Tracked and analyzed key SEO metrics, delivering data-driven reports for continuous improvement

kokoc.com is one of Russia's leading digital agencies, specializing in SEO, digital marketing, and web development.

Team Lead SEO

Jun 2018 - Oct 2023

- Achieved 50% annual revenue growth for the SEO division
- Led, mentored, and managed a team of 5 SEO specialists, fostering growth and motivation through training initiatives and personalized development plans
- Managed departmental expenses and optimized costs while ensuring high operational efficiency, delivering regular performance reports
- Provided strategic guidance to SEO specialists, helping to develop effective SEO strategies for complex projects that drove traffic growth and boosted sales
- Actively participated in meetings with current and prospective clients
- Contributed to business growth by participating in tenders and supporting the sales team in acquiring new clients with SEO expertise
- Contributed to the development of AI-based tools to enhance SEO processes
- Supported global expansion efforts through competitor analysis and the implementation of advanced SEO strategies

- Independently managed complex projects with successful outcomes

SEO specialist

May 2017 - Jun 2018

- Specialized in SEO for high-traffic projects, including e-commerce platforms (~1,000,000 sessions per month) and information portals (~10,000,000 sessions per month)
 - Led client meetings to discuss progress, strategy, and outcomes
 - Developed SEO strategies
 - Conducted comprehensive technical audits, competitor analysis, usability reviews, as well as link-building and keyword research
 - Created detailed technical briefs for programmers and copywriters
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[sabit.ru](#) is a digital agency that focuses on SEO, web development, and online marketing solutions.

Head of SEO

Sep 2016 - Apr 2017

- Developed KPIs for a team of 3 SEO specialists, optimizing workflows and streamlining business processes
 - Created pricing strategies for SEO services, significantly contributing to company profitability
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[ingate.ru](#) is one of Russia's top digital marketing agencies, specializing in SEO, performance marketing, and integrated digital strategies.

SEO specialist

Oct 2015 - Aug 2016

- Managed SEO promotion for 13 to 17 websites simultaneously
 - Delivered consistent monthly growth in key performance indicators (rankings, traffic, leads) for 80% of the sites
 - Developed SEO strategies
 - Collected and clustered keywords, optimized pages, and conducted comprehensive technical, competitor, link, and usability audits
 - Created detailed briefs for the development team and copywriters
 - Led client meetings to discuss progress, strategy, and outcomes
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[russianpromo.ru](#) is a digital marketing agency specializing in SEO, paid advertising, and online promotion strategies.

SEO specialist

Jul 2014 - Oct 2015

- Managed SEO promotion for 10 to 15 websites simultaneously
 - Developed SEO strategies
 - Collected and clustered keywords, optimized pages, and conducted comprehensive technical, competitor, link, and usability audits
 - Created detailed briefs for the development team and copywriters
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webcyberlab

SEO specialist

Jun 2013 - Jun 2014

- Managed SEO promotion for 5 to 8 websites simultaneously
- Collected and clustered keywords, optimized pages, and conducted technical audits
- Created briefs for the development team and copywriters

EDUCATION

TULA STATE UNIVERSITY

Tula, Russia

Specialist.

2009-2014

Faculty of Mathematical Sciences. Applied Mathematics and Computer Science.

ADDITIONAL INFORMATION

- Languages: Russian (native), English (B2)
- Hobbies: travel, yoga, padel, painting