Vasiliy Rusakov

SEO expert with 30+ successful B2B and B2C cases | Head of SEO

#opentowork

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LANGUAGES

Russian — native

English — B2–C1

CERTIFICATES

Ahrefs **HubSpot**

TOOLS

Ahrefs, Semrush, Content Gecko, AnswerThePublic; ChatGPT + API, DeepSeek, Claude; Google Sheets, Excel, Notepad++, Sublime Text; SE Ranking, Screaming Frog, Google Search Console; Cloudflare, Archivarix, Internet.bs, FileZilla; WordPress, OpenCart, ModX, Bitrix, Tilda, Joomla, HTML + CSS.

INTRODUCTION

Hello. My name is Vasiliy Rusakov. I have been in the IT industry since 2019. Since 2024, I have been leading a team as Head of SEO in a small boutique webdev and digital marketing studio. I have a very diverse background, both in independent project work and in strategic, team-driven SEO in highly competitive niches, with successful cases both on my own and as part of a team. I have experience in building an SEO department: from hiring and firing staff to writing regulations and budgeting projects.

I'm also a hands-on webmaster, not only a strategist: I can build and ship a site myself, and I run my own projects end to end — from setup to monetization.

PROJECT ACHIEVEMENTS

- Successfully promoted from scratch the website of a Severstal subsidiary company: from **0 to 5,000 visitors**. This included concept development and migration to a new engine.
- Worked successfully for more than **two years** with one of Kaspersky's products (under NDA).
- Increased traffic **4–5 times** for the largest Russian-language website about the game “Mafia.”

> *Most of the cases were promoted for the Russian domestic market. Detailed metrics, charts, and screenshots are available on request.

Core personal competence and expertise: industry, industrial marketing, and metalworking. I immerse myself quickly and deeply into the nuances of almost any business, understanding audience intent, needs, interests, and pain points. I understand current Google algorithms and guidelines, and I am well acquainted with the main tools and approaches.

SKILLS & TOOLS

On-page SEO: collecting, clustering, and evaluating keywords; developing site structures, sections, and categories; prototyping page layouts and working on the multimodality of existing pages; assigning tasks to content authors, designers, and developers; working in Google Search Console, Clarity, and Bing Webmaster — fixing errors and monitoring productivity.

Off-page SEO: analyzing competitors' backlink quality and quantity; building link growth strategies; collecting contacts of relevant platforms and launching outreach campaigns; getting links from directories, forums, and profiles; restoring websites on drop domains; building PBNs.

Technical & Web: spinning up a small, SEO-ready website within a day — from setup and structure to on-page optimization and indexing; deep WordPress expertise, plus hands-on experience with OpenCart, ModX, Bitrix, Tilda, and plain HTML/CSS; running my own CPA / affiliate projects end to end: build, monetize, and maintain; vibe-coding with Claude and other AI tools to prototype, build small tools, and fix code; building custom AI “skills” (agents) that automate routine work — for example, batch article production and monthly SEO reporting.

MANAGEMENT

My current work involves a wide range of tasks — from onboarding clients and understanding their ideas, to launching development based on demand analysis, semantics, and future structure. As Head of SEO, I supervise a team that includes **5 SEO specialists, 2 content managers, 3 copywriters, an AI specialist, a link builder, and backend & frontend coders**, plus communication with the project manager, customers, and the development department.

Beyond team leadership, I've grown our agency blog with a large body of expert SEO articles, and I produce PR content for the studio — hundreds of posts across our social channels (in Russian).

> *My own side projects, which I launched and promoted alone, gave me a strong understanding of development and production launch processes. I can do a lot myself — or know how to learn it quickly.*

WEAKNESSES

- Deep hardcore technical nuances are my gap. For example: analyzing server logs to find patterns, or mapping a site migration with a million pages.
- Complex logical tasks in Excel are also not my strength. I cover this gap by using AI nowadays.
- Google Analytics 4. I don't like it. I don't want to use it... Gosh, I miss the old GA...

PERSONAL NOTE

I believe I have strong soft skills. I get along well with people and have a decent sense of humor. I have an unhealthy, almost childlike curiosity about almost everything in this world. SEO and digital overlap with music and an interest in painting, and my HTML knowledge goes hand in hand with a love of reading and occasional bursts of writing. I have written many articles about SEO, some of which gathered tens of thousands of reads (in Russian).

In bursts of energy, I launched and promoted 10+ projects. Some of them I later sold for 2–3× annual revenue:

- **safewebnet.com** — VPN-related site (sold).
- **bassasylum.com** — personal music blog with Amazon monetization.
- **lenalittledress.com** — a portfolio site I designed and deployed for my wife.
- **cryptorazmen.com** — a crypto pet project for experiments and passive income via CPA affiliate programs.

I love art, cinema, rock music, and good architecture. I have an unfinished medical education, so I know some Latin and I'm not afraid of blood — if that somehow helps your business…