GLEB SAVIN

IT INFRASTRUCTURE | WEB DEVELOPMENT | DIGITAL MARKETING

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PROFESSIONAL PROFILE

IT infrastructure and digital marketing professional with 10+ years of hands-on experience in systems administration, networking, web development, SEO, online advertising, and business operations. **Built multi-office IT environments, websites, search campaigns, and customer-facing processes from the ground up.**

TECHNICAL SKILLS

Infrastructure: Windows Server, Active Directory, DNS, DHCP, RDS, Linux, VMware ESXi, Hyper-V, Veeam
Networking: TCP/IP, routing, OSPF, VPN, MikroTik, Ubiquiti, pfSense, Wi-Fi
Web: WordPress, HTML, CSS, PHP, MySQL, Bootstrap, cPanel, Plesk
Marketing: SEO, Google Ads, Google Analytics, Search Console, Ahrefs, link building, content marketing
Other: Asterisk, FreePBX, VoIP, PC/server hardware, CCTV systems

PROFESSIONAL EXPERIENCE

PETERSBURG VISA CENTER — 2022 - Present

Founder / Operations, IT & Digital Marketing

- Founded and built a visa services business from the ground up, including operating workflows, IT environment, website, telephony, and customer communication processes.
- Built the company website from scratch and manage development, content, technical maintenance, analytics, and conversion-focused updates.
- Developed the SEO strategy and achieved top organic positions for highly competitive, high-volume industry keywords.
- Created sales-focused content and landing pages; managed technical/on-page SEO, link building, backlink acquisition, sponsored articles, and external placements.
- Managed contextual and paid search advertising and used Google Analytics to evaluate traffic, customer behavior, campaigns, and conversion opportunities.
- Configured business telephony and call workflows, wrote call scripts, and used marketing/operational data to improve acquisition and internal processes.

ORBIS LTD — Dec 2016 - 2022

Senior Systems Engineer & Digital Marketer

- Managed IT infrastructure for approximately 50 workstations across 4 offices and maintained secure VPN connectivity between locations.
- Administered Windows/Linux servers, Active Directory, DNS, DHCP, RDS, routing, Wi-Fi, and core business IT services.
- Deployed VMware ESXi, Hyper-V, and Veeam environments and configured MikroTik, Ubiquiti, and pfSense networking equipment.
- Installed and maintained CCTV systems and provided end-to-end troubleshooting for hardware, software, servers, and networks.
- Built and maintained websites; handled technical optimization, SEO, link building, backlink acquisition, and organic search visibility.
- Managed Google Ads, Google Analytics, Search Console, and Ahrefs to improve traffic and search performance.

EARLIER EXPERIENCE

SANAVITA LTD | Systems Administrator — Jun 2014 - Dec 2016
Administered Windows/Linux systems, servers, local networks, business software, user support, and PC/server hardware.

NK GROUP | Systems Administrator — Jun 2014 - Sep 2014
Provided systems administration and end-user support across computers, servers, network equipment, software, and office infrastructure.

ST. PETERSBURG GALLERY OF ANTIQUE GIFTS | Systems Administrator — Mar 2011 - Jan 2014
Maintained computers, servers, local networks, office IT systems, software, and day-to-day employee technical support.

EDUCATION & ADDITIONAL INFORMATION

Education: Peter the Great St. Petersburg Polytechnic University - Finance & Credit coursework (2010 - 2015)
Languages: Russian - Native | English - A2
U.S. Status: U.S. Permanent Resident / Green Card holder - no sponsorship required | Valid U.S. driver's license