



NIKULIN PAVEL

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R&D MANAGER, ANALYST, REVERSE-ENGINEER, STARTUP FOUNDER, DATA SCIENTIST, PRODUCT MANAGER.

How can I help you? I can audit your project in regard to SEO. I will help competently develop a promotion strategy in Yandex, Google, Bing, including for foreign markets. If you have an idea in the sector of machine learning, I can analyze the code, idea, market, and assume whether the idea will succeed or not. I will help with Unit-economics and advice which direction to "dig in" and where to look for customers. I will advice on how and where to get data for ML in relation to your task, which software frameworks to choose and whether ML is even necessary in your task.



EXPERIENCE

DIRECTOR OF INNOVATIVE DEVELOPMENTS DEPARTMENT DEMIS GROUP

Startup development. From development of idea and MVP to production release and promotion of the product. I have developed several startups, and with regard to 70% of projects Unit-economics coincided. Some did not succeed, unfortunately. The developed projects were diverse: from chat bots to artificial intelligence systems.

August 2019 - present

HEAD OF SEARCH ENGINE ANALYTICS DEPARTMENT DEMIS GROUP

- Reverse-engineering of search engines: Yandex, Google, Bing, from SEO perspective.
- Management of analysts department.
- Adjustment of instructions and regulations, radical change in the production strategy in the promotion department.
- Study of search engine algorithms (hypothesis creation / terms of reference / search,

- creation of platforms for test / monitoring, interpretation and analysis of the results).
- Creation, testing and debugging of fully-featured prototypes for further highly loaded services of automation of production processes.
- Audits of client projects, creation of tests and resolving of complex cases, monitoring of results, development of further strategy.
- Conducting trainings and seminars for company employees.
- Delivering reports at specialist conferences (see Public activities).
- Creation and support of the Nigma service accredited in the Skolkovo innovative Russian center for evaluation of site designs using computer vision.

January 2014 - August 2019

HEAD OF SEO-DEPARTMENT

SEVERAL SMALL COMPANIES

Work in several unremarkable companies, on average nearly a year in each. Promotion of small and mid-sized projects. From online stores and service sites to adult sites. Development of tools for promotion processes. Introduction of search engine optimization in code of projects.

August 2010 - January 2014

HEAD OF INTERNAL RESOURCES DEPARTMENT

RBS CORPORATION

- Development of automation of the department SEO processes.
- Management of development personnel.
- Setup of tests in order to have the possibility for massive impact on search engine algorithms.
- Creation of internal CRM.
- And, in order to stay competent in SEO - promotion of several projects on Google and Yandex.

December 2009 - August 2010

EDUCATION

KATANOV KHAKASS STATE UNIVERSITY

QUALIFIED EXPERT

Information systems

1998 - 2003

SKILLS

PARTICIPATION IN SEO PROJECTS

- ✓ badoo.com
- ✓ molotok.ru
- ✓ quto.ru
- ✓ ... etc.

PROGRAMING LANGUAGES

PHP Python3 JavaScript
SQL

LANGUAGES

- ✓ Russian - native
- ✓ English

DATA SCIENCE AND DEVELOPMENT

- ✓ Programming languages: PHP, Python3, JavaScript
- ✓ Libraries and software frameworks for Data Science: TensorFlow, MXNet, XGBoost, CatBoost, Keras, AutoKeras, TPOT, Scikit-Learn, Pandas, Numpy, CuPy, Matplotlib and many more
- ✓ Writing shell scripts
- ✓ Github, Gitlab
- ✓ DBMS: MySQL, Percona, Redis, PostgreSQL
- ✓ Work with search advertising: Google.Ads и Yandex.Direct
- ✓ Graphics software etc: Adobe Premiere, Adobe Photoshop, 3D Studio MAX, Blender, ffmpeg

PUBLIC ACTIVITIES

- Co-author of **«Optimization and Promotion in Search Engines»** ISBN: 978-5-4461-

1161-9

- Report on the impact of assortment, UX, site design, and user confidence on rankings on Yandex and Google, as applied to E-Commerce
 - Report on factors affecting penalties in the new Baden-Baden algorithm of Yandex
 - Survey about the impact of Yandex Search Algorithm Minusinsk on the industry
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INTERESTS AND HOBBIES

- Studying startups and everything related to them - from development to product-management. I am fond of robotics, prototyping on Arduino. I love challenging myself to search for and find answers for solving practically insoluble problems.
 - Wing Chun Kung fu Master (current level Muk Yan Jong)
 - Developing my hobby project in the field of AI - based on neuronets **a YouTube news channel host.**
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REWARDS

- Participant of Machine Learning competitions on the Kaggle platform and others (as a hobby)
- Winner of Machine Learning hackathons
- Resident of Skolkovo innovational Russian center in the Nigma service project team for the evaluation of site designs using computer vision

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