

Vukasin Ilic

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SUMMARY

Hard working, honest, and creative senior SEO strategist driven by curiosity, ambition and desire to do high-quality work.

Throughout my 15+ year long SEO career, I've had the privilege to lead and implement SEO strategies for small, medium and enterprise-sized clients, working across diverse roles as an in-house head of SEO, agency strategist, or independent consultant.

I've managed groups of up to 10+ members - both for my and my clients businesses.

Beyond the technical stuff (which I love!), I'm big on building strong relationships and making sure projects run smoothly. I believe the best SEO work happens when we combine solid technical knowledge with clear communication and a genuine desire to help businesses grow.

WORK EXPERIENCE

CRO:NYX Digital

Aug. 2025 – Present

Senior SEO Consultant

Remote

- Leading and managing end-to-end SEO campaigns and strategies for a diverse portfolio of clients. Responsible for developing high-level strategy as the lead SEO consultant, overseeing campaign execution, and directing analysis to drive growth.

Win the Search

May 2021 – Present

Owner & SEO Consultant

Remote

- Private SEO consultancy focused on providing B2B & B2C SEO strategies, including full technical audits, content development initiatives and backlink acquisition.
- Collaboration with development and tech teams to ensure SEO best practices are integrated into all processes.
- Work on developing full SEO strategies outlining, monitoring and executing on biggest SEO KPIs

Linkter

Jan. 2024 – Oct. 2025

Co-Founder

Remote

- Led product vision and roadmap development, ensuring alignment with current SEO best practices and market needs.
- Conducted comprehensive market research to identify gaps in existing solutions and opportunities for innovation.
- Designed and executed inbound and outbound marketing strategies targeting our core audience.
- Got the initial 1,000 user base, with a 20% conversion to paid, and 10% churn rate in the first year.
- Led technical consultations with development team to optimize tool functionality and user experience.

Manaferra Inc.

Mar. 2023 – Sep. 2023

Senior SEO Specialist

Remote

- Led all SEO program initiatives for a mix of agency clients in different verticals
- Facilitated regular meetings with stakeholders to track project progress and adjust strategies based on feedback and performance metrics.
- Collaborated directly with clients internal and external development and content teams to ensure proper SEO strategy implementation

WebAcquisition.com - Digital M&A Advisors

Sep. 2022 – Aug. 2023

Senior SEO Specialist & Content Consultant

Remote

- Led SEO due diligence and strategic planning for 6-7 figure digital asset acquisitions, ensuring thorough evaluation of organic search performance and growth potential
- Orchestrated complex website migrations for acquired properties, maintaining search visibility and organic traffic through systematic pre and post-migration strategies
- Facilitated communication between acquisition parties, technical teams, and stakeholders to ensure alignment on SEO strategy and implementation
- Created and executed post-acquisition optimization roadmaps, establishing clear milestones and KPIs for measuring success

Munday Digital

Aug. 2016 – May 2021

SEO Manager

Remote

- Progressed from Junior SEO to Head of SEO, demonstrating expertise across all aspects of organic search and team leadership.
- Led and mentored a team of VAs, writers, and junior SEO specialists
- Developed comprehensive SOPs and training programs for team members
- Managed 20+ successful organic growth campaigns for major Australian and global brands
- Oversaw strategy and optimization for multiple high-authority affiliate sites

SKILLS, LANGUAGES & INTERESTS

- **Skills:** Advanced SEO Strategy & Implementation; Technical SEO Auditing; Content Strategy & Optimization; Data Analysis & Visualization; Remote Team Leadership; Client Relationship Management; Project Scoping & Resource Planning; Ghost; WordPress; Framer & Webflow
- **Languages:** Serbian (Native); English (Fluent)
- **Interests:** Meditation; Gym; Hiking; Basketball; Video Games