

# Ivan FinMan - SERM, ORM manager | Online reputation manager expert

Poland. Open to relocation (EU countries, Cyprus, UAE, UK, Asia, Latam)

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## Skills

- SERM (search engine reputation management)
- ORM (online reputation management)
- RPA (robotic process automation analytics)
- Forex brokers
- Crypto exchanges
- Affiliate management (lead generation from SERP, SEO)
- SEO
- PBN (private blog network )
- Link building (automation)
- Reviews (company)
- Testimonials (customers)
- Development review websites (forex brokers ratings, crypto exchanges ratings)
- Rating websites (Trustpilot, Sitejabber, G2, Capterra, Glassdoor, Indeed, Ambitionbox, BBB, Yelp, Manta, Crowdfunder, Reviews.io, Google my business a.o.)
- Project management
- Heading department
- Mindmaps
- Wordpress
- Blogging (Medium.com, Quora, Reddit)
- YouTube (Influencer marketing for Online reputation strategy)
- Outreach (for SEO and brand awareness, PR)
- Upwork, Fiverr
- SERM strategy development

**Languages:** English, Russian, Ukrainian

## Experience

Total in Online reputation management 5,5 years (4,5 years - fintech, 1 year - igaming)

**SERM team leader**, NDA (iGaming holding from TOP 5 in the world)

*Regions: Latam, MENA, SEA, EA, Africa, CIS*

*November 2023 - November 2024*

Launching SERM dpt. from scratch:

- Audit of the existing SERM department
- Absorption of the previously existing SERM department
- Analysis of brand reputation in the regions where the activity is carried out
- Identification of brand issues in individual regions and geo
- Definition of goals, KPI for the brand in the specified regions
- Formation of the new SERM department structure (RACI), employee work regulations, areas of responsibility, assessment of the company's available resources to achieve the set goals, hiring, boarding and training of employees in SERM management
- Development and implementation of regional reputation strategies and plans of action
- Work with locals, regional contractors
- Formation of a flow for work processes, areas of responsibility
- Creation of an internal database and knowledge library, data unification for SERM and ORM departments
- Launch of a support unit from scratch (collection and processing of player complaints, submission of reports to the regions, clustering of complaints, submission of reports to licensees) and further optimization of processes (Zendesk, automation of collection and processing of complaints on resources, automatic creation of tickets and distribution to responsible managers)
- Launch of an RPA unit from scratch
- Search, conclusion of contracts, work with contractors
- Identifying the strengths of team members and advancing their careers

**SERM / ORM manager**, NDA (Crypto exchange from TOP 20 in the world)

*April 2022 - November 2023*

Online reputation management

- Monitoring of the information field for mentions of the brand
- Analysis of competitors for placement on rating sites, review thematic sites
- Registration of company accounts on rating sites in order to publish reviews and interact with the audience
- Identification of customer pains and complaints based on complaints to the service in order to improve the company's product
- Development of scripts for writing reviews
- Collection of keywords by Ahrefs in order to collect search engine results for negative mentions of the company
- Work with the Brand24 reference monitoring system
- Working with websites: Sitejabber, Trustpilot, G2, Capterra, Reviews.io, Glassdoor, Indeed, Crowdfunder, Provenexpert, Reviewcentre, Google my business, Google play market, Benzinga, Cryptowisser, Manta, Revain, Productreview, Producthunt, Btc- echo a.o.
- Building your own network of sites (PBN) to cover brand inquiries, as well as lead generation for the top key thematic queries
- Search and purchase of domains with traffic to place our controlled sites on them
- Delivering the job to develop their own websites for reviews of forex brokers and crypto exchanges
- Analyzing the process of user actions in the browser in order to automate user actions and anti-fraud during the publication of reviews from user accounts under our control (RPA)
- Link building automation. Using software to generate content and then placing it on websites using an automated process
- Registration point on Google My Business, publishing reviews through contractors (Upwork, Fiverr), posting publications on behalf of the company
- Communication with the administrators and owners of top thematic sites for the purpose of partnerships for lead generation by placing referral links on the most popular pages of the selected site, as well as through the review of our company
- Preparation and placement of review articles in the media on the project
- Work with reputation for several locales: Germany, Italy, France, Turkey, Spain, England, English-speaking countries of Europe
- Finding and hiring employees in the Reputation Management Department

### **Digital Brand Manager, XS.com (regulated forex broker)**

*May 2022 - July 2022*

### **ORM Manager, eCommerce project (USA remote, NDA)**

*August 2021 - April 2022*

Preparing from scratch an information field for a startup, making a brand awareness strategy, reputational management

- Working with blog platforms: Medium, Quora, Reddit

- Work with feedback sites: Yelp, Trustpilot, BBB, Sitejabber, Manta, Glassdoor, Mama
- Automating the publication of feedback on the feedback sites through Google docs.+ Zennoposter (interaction with the contractor)
- Creating scripts for video testimonials, searching for contractors, setting up TOR for editing, publishing and dispersing online
- Working with LinkedIn
- Working with Youtube, FB, Instagram
- Working with Pinterest
- Running Google ads. by brand key pool
- Working with satellite sites to cover necessary queries and to build up reviews
- Work with GMB (optimization, reviews promotion, publication of posts, design of a trusted visual of the company's office)
- Work with the media (media) - search for platforms to place publications (review articles, press releases, PR-articles), setting the terms of reference for the writer to write SEO-texts, further placement on selected resources
- Working with the link profile of the project (the main site, blog platforms, articles and other urls from the issuance, which should be moved to the top).
- Working with contractors: writers, designers, seo-specialist, layout designers, RPA-specialist, third-party contractors (through exchangers such as Fiverr, Microworkers, Cameo).
- Monthly SERP collection, analysis and development + implementation of the work plan for the next month.

## **Head of SERM, Fx Broker (CIS, EU markets. NDA)**

*April 2020 - April 2022*

- Creation of a SERM-department from scratch (recruitment of employees, building the infrastructure of the department, purchase and configuration of equipment, planning the work of the department and distribution of tasks between employees, analysis of each employee's performance, motivation)
- Development and implementation of a SERM strategy for a startup (Forex broker)
- Monthly audit of search engine results (SERP) by brand-key pool
- Generation and implementation of monthly SERM/ORM work plan
- SMM: registration of a number of accounts and company pages in order to cover required search queries, public opinion formation, creation of brand advocates (FB, Vk, Ok, IG, Twitter)
- Development of team personalities (traders, financial analysts - legends, images, descriptions) and further shaping of expert opinion in order to increase trust to the PS (under YMYL) and potential clients
- Working with blog platforms VC, Medium, Tumbler, Reddit, Quora, YandexZen
- Placement of publications in the media, both in reputable (RBC, Meduza, Sostav etc.) and thematic resources (Forexmagnates, Investing.com, Forex-ratings.ru, Finversia etc.)
- Work with forex reviewers, reviewers and rating sites (placement of the site reviews /

- company cards, the response to the reviews, adding reviews, publishing content).
- Work with review sites (adding and removing reviews, replying on behalf of the company), both paid and free, such as Trustpilot, Yelp, Otzyvru.com, Otzyvov.net, Yell.ru, Zoon, etc. (depending on tasks and seo-characteristics of concrete review site)
- Work with exchangers Miralinks, Collaborator, PRnews, Qcomment, Fiverr
- Creation and promotion of satellite sites to cover a range of key queries
- Automation of processes by means of Zennoposter (fraudulent clicks of ads of negative subscribers, dialing of BP, dialing of activity in social networks/blog platforms/qa-resources, publication of reviews/caments)
- Nurturing subscribers, activity in social networks
- Pessimization of resources with negative values (affiliate links, phishtank, blacklist subsuming, fake traffic, DMCA)
- Running my own forex review sites
- Launch sites with configuration of automatic web scraping of content from sites with negative content, for the purpose of further DMCA complaint filing
- Gathering and analyzing information to launch a chargeback service within the brokerage
- Setting up and running, maintaining contextual advertising in order to cover brand keys and take out negativity
- PR support for new lead generation funnels (for arbitrage team)
- Promoting and building a positive reputation for mobile applications (both the broker and the arbitration traffic app)
- Working with ip-telephony (selecting a service, purchasing and setting up a number, publishing as a hotline of the Customer Relationship Management Department, receiving calls/complaints - transferring them to the call-center for retrieval by means of automation through Trello+ Intercom+ Slack)

**ORM manager**, Marketing agency <https://onlinereputation.com.ua/> (Ukraine)

*January 2019 - April 2020*

- Work with ORM, SERM, SMM, PR in niches: medicine, developers, forex brokers, cryptocurrencies
- Working with blog platforms like YandexDzen, Meduim, Hashtap (registration of project accounts, SEO-optimization, content filling)
- Conception and launch of Youtube-channels of different formats. Content plan creation and realization
- Crowd-marketing (QA-resources, feedback sites, forums, blog platforms)
- Accrual, publication and deletion of comments on feedback sites (from TOP of the Russian Federation, the CIS)
- Creation of the company's experts' image (for the trusted projects)
- SMM: creating accounts of company representatives, project pages, optimization for search queries, filling with content, adding activity to posts and publishers/accounts.
- Assigning tasks to the designer

- Tasking the tagger
- Tasking the developer with writing process automation scripts (Zennoposter)
- Working with YouScan