



Head of SEO

## Piotr Tamulewicz

Experienced SEO specialist with 12+ years of expertise in driving measurable traffic growth, leading high-performing teams, and fostering innovation. Skilled at leveraging data-driven strategies and adopting cutting-edge AI tools to deliver impactful SEO solutions that drive business success.

### Contact

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📍 Bangkok, Rama 9

Languages: Polish (Native), English (Fluent), Thai (Basics)

Born: 07/09/1983, Poland

### Leadership

- ✔ SEO Team Lead
- ✔ Client Success
- ✔ Strategic Planning

### Technical Edge

- ✔ Advanced SEO
- ✔ AI Integration
- ✔ Performance Optimisation

### Marketing Impact

- ✔ Traffic Growth
- ✔ ROI Focus
- ✔ Brand Authority

## 🔧 Employment

### SEO & Digital Strategy

Independent Specialist

12/2023 - Present

During my freelance period, I devoted myself to advancing my expertise in digital marketing whilst delivering SEO and conversion rate optimisation projects for clients.

This period proved invaluable as I mastered the effective use of AI tools and emerging technologies, integrating them strategically with proven SEO techniques. The flexibility of freelancing enabled me to stay at the forefront of industry developments, enhancing my capability to drive measurable results in organic search rankings and digital performance.

While running my own business was an enlightening journey, it also taught me valuable insights that I'm now eager to apply within a forward-thinking organisation.

### Entelech (Thailand)

Head of SEO

05/2022 - 11/2023

As Head of SEO at a dynamic digital marketing agency, I successfully led a diverse team of SEO executives, content writers, and web developers. My role involved not only overseeing client campaigns but also addressing the complexities of managing multiple clients with varying levels of SEO needs and services.

#### Key Achievements and Responsibilities:

- **Strategic Planning:** Designed and implemented tailored SEO strategies, ensuring they aligned with client goals, budgets, and timelines.
- **Efficient Resource Management:** Accurately estimated task durations and allocated resources to stay within budget, while maximising team productivity.
- **Workflow Optimisation:** Designed a web-based system to streamline on-page optimisation, enabling SEO executives to use the tool during their process. The system produced branded, client-ready reports and precise developer guidelines, saving over 100+ hours annually per SEO executive and boosting efficiency.
- **Team Development:** Trained and mentored staff to ensure they could work independently with minimal supervision, fostering a high-performing team.
- **Sales Team Support:** Provided the sales team with real data from Ahrefs on prospects' rankings and keywords, helping them demonstrate our expertise and build trust through concrete insights. This approach set realistic expectations, contributing to higher closure rates and longer client retention.
- **Client Relationship Management:** Supported the Client Success Director by providing valuable insights for existing clients, ensuring measurable results and transparent communication throughout project lifecycles.
- **Quality Assurance:** Ensured all deliverables met strict quality standards, contributing to the agency's reputation for excellence.

During my time in this role, I led efforts to boost efficiency, foster innovation, and contribute to the agency's growth through a data-focused strategy.

### Bitdefender Indochina (Thailand)

E-Commerce Manager / SEO Executive

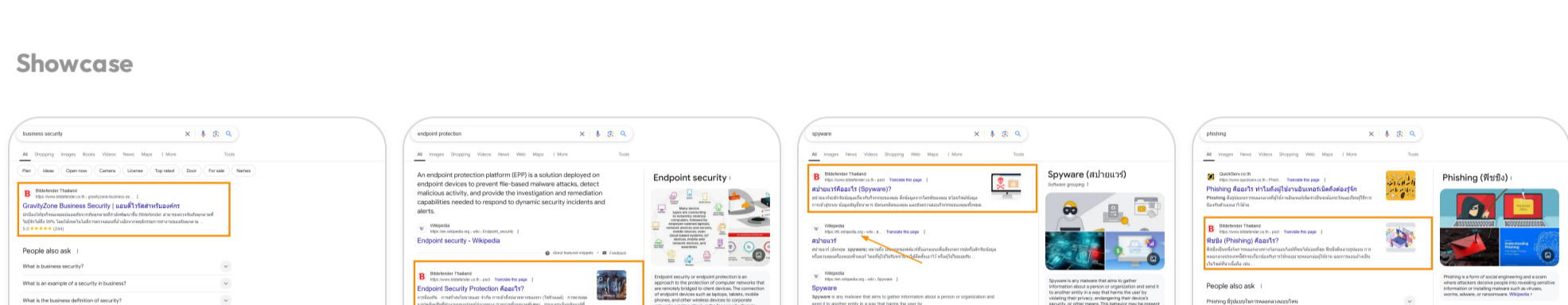
08/2018 - 04/2022

In my role merging E-Commerce and SEO expertise, I transformed our online presence by boosting monthly organic traffic from 3,000 to 56,000 unique visitors. I secured top-five Google rankings in Thailand's competitive cybersecurity market, targeting high-value keywords such as 'business security', 'endpoint protection', 'spyware', and 'phishing' and many others.

Notably, **spyware page outranked Wikipedia's page**, demonstrating exceptional content optimization and authority building.

Leveraging insights from Google Search Console and Ahrefs, I refined our digital strategy and managed Google Ads campaigns, achieving up to 145% ROI. My technical skills shone through in developing our Magento e-commerce platform and creating custom WordPress tools for seamless CRM integration, proving my ability to blend marketing strategy with practical tech solutions.

#### Showcase



### 123 Ranking (United Kingdom)

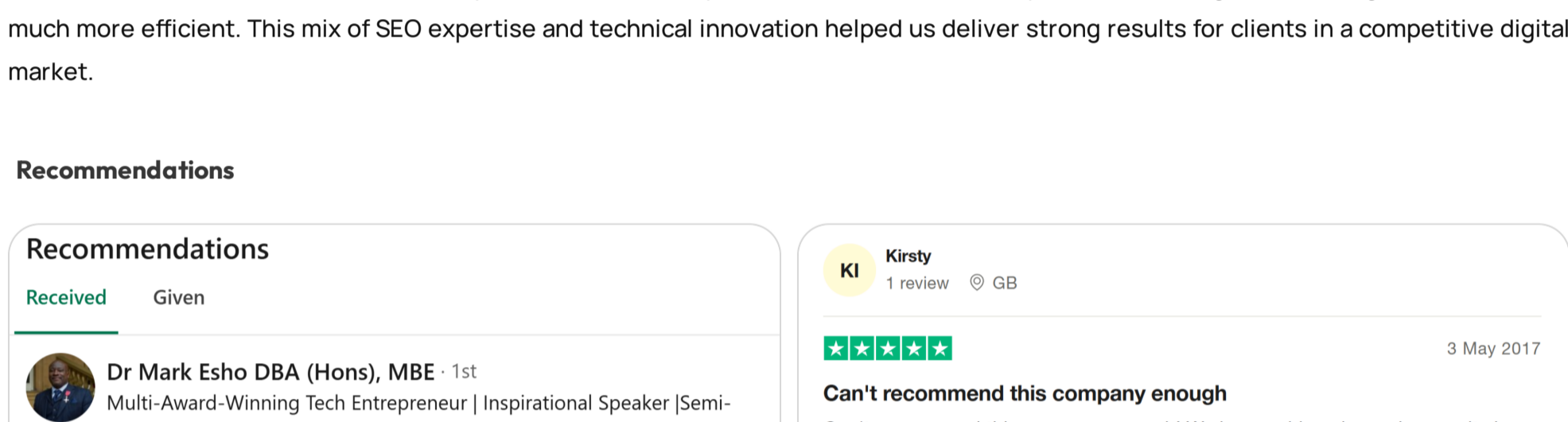
SEO Manager

04/2015 - 07/2018

At 123 Ranking, I boosted company's online visibility by securing the #1 spot on Google UK for "seo services" and multiple top 10 rankings for similar keywords. My strategic approach also helped our sister company, freemembers.com, jump from page two to the top 7 positions for "free hosting" searches.

I maintained a robust network of 150 partner websites, creating quality content partnerships that boosted our clients' authority. To streamline our outreach efforts, I developed an automated system that tracked and analyzed link-building data, making our team's work much more efficient. This mix of SEO expertise and technical innovation helped us deliver strong results for clients in a competitive digital market.

#### Recommendations



### Dustblasters Ltd (United Kingdom)

In-house SEO

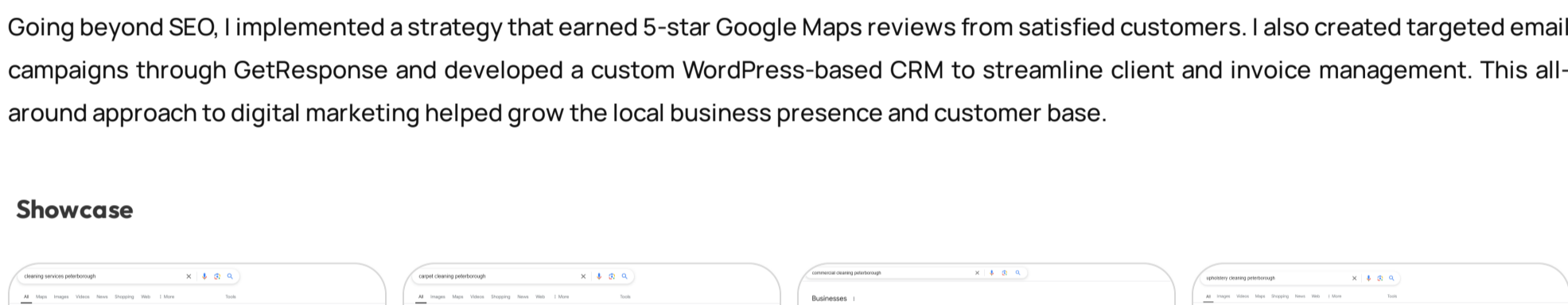
11/2013 - 04/2016

Through strategic SEO planning, I helped the Dustblasters (a cleaning services company) dominate local searches in Peterborough, reaching top positions for key services like end of tenancy cleaning (#1), carpet cleaning (#3), and after builders cleaning (#3).

Focusing on user experience, I boosted sales by 60% through optimised landing pages, while technical enhancements reduced page loading times by 60%. I managed successful campaigns across Google Ads, Bing Ads, and Facebook, always tracking performance to focus on the best-converting terms.

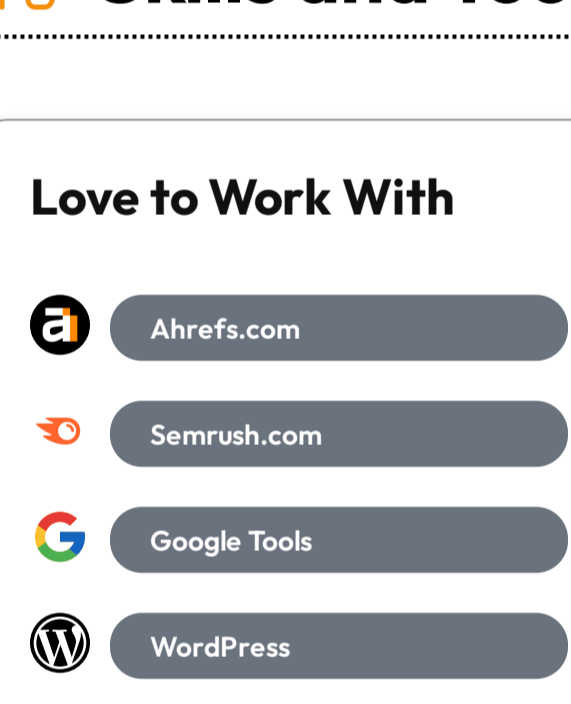
Going beyond SEO, I implemented a strategy that earned 5-star Google Maps reviews from satisfied customers. I also created targeted email campaigns through GetResponse and developed a custom WordPress-based CRM to streamline client and invoice management. This all-around approach to digital marketing helped grow the local business presence and customer base.

#### Showcase



## 🧠 Skills and Tools

### Love to Work With



### SEO

- ✔ Competitor Analysis
- ✔ Advanced Link Building
- ✔ Advanced On Page SEO
- ✔ Keyword Research
- ✔ Advanced Topic Modeling
- ✔ Web Speed Optimization
- ✔ Local SEO

### Marketing

- ✔ E-mail Marketing
- ✔ Conversion Optimization
- ✔ Landing Pages
- ✔ Automation Tools
- ✔ Creative Thinking
- ✔ Customer Journey
- ✔ Social Media Marketing

## 📄 Additionally

Over the past 15 years, I've grown my technical skills across many areas. This has helped me connect different teams like SEO, Marketing, Web Development, and IT departments. By understanding various parts of the digital world, I can speak the language of each team and help them work better together.

My broad technical knowledge shows I understand how different digital tools fit together. While I may not be an expert in every tool, I can confidently use them when needed. This makes me valuable for projects that need someone who can see the big picture and connect different parts of digital operations.

*SEO remains my core expertise.*

### Artificial Intelligence

- ✔ Prompt Engineering
- ✔ Fine Tuning AI Models
- ✔ Building Simple AI Tools
- ✔ AI for SEO
- ✔ AI Chats Configuration

### Tech

- ✔ Web Development
- ✔ Business Cost Savings
- ✔ API Integrations
- ✔ Web Fixes & Improvements
- ✔ Cloudflare Configuration

### Programming

- ✔ Python
- ✔ PHP, HTML, CSS, JavaScript
- ✔ Node.js
- ✔ MySQL
- ✔ WordPress Plugins

## 📄 Certificates and Courses

### Google Certifications

- ✔ Google Analytics Individual Qualification - 2022
- ✔ Google Ads Search Certification - 2022
- ✔ Google Ads Video Certification - 2022
- ✔ Google Ads Display Certification - 2022
- ✔ Google Ads - Measurement Certification - 2022
- ✔ Google My Business - 2022
- ✔ Google AdWords Fundamentals Certification - 2017
- ✔ Google Mobile Site Certification - 2017
- ✔ Google Analytics Certification - 2017

### Other

- ✔ Semrush for Digital Agencies Certification - 2022
- ✔ Competitive Analysis and Keyword Research - 2022
- ✔ SEO Secrets - Udemyc.com - 2015
- ✔ SEO Secrets - Udemyc.com - 2015
- ✔ How I Hit #1 on Google: The SEO Course - Udemyc.com - 2015
- ✔ How I Skyrocket Sales by 633% - Udemyc.com - 2015
- ✔ Online Traffic Domination - The Blueprint - Udemyc.com - 2015
- ✔ Principles of People Management - BTEC - 2015
- ✔ Principles of Leadership and Management - BTEC - 2015

## 🎓 Education

### West Pomeranian University of Technology

Master of Science

Poland, Szczecin (2009)

Thesis: Practical Aspects of Website Ranking in Search Engines.

My thesis, focusing on advanced search engine optimisation metrics, was cited by the Polish Association for Knowledge Management, recognising its contribution to industry research: [Link to the page](#)

### University of Technology

Engineer

Poland, Szczecin (2006)

Department of Computer Science Management and Production Engineering, Virtual Organisations specialisation and Publishing.

## 🏞️ Hobby

### Travel, Moto, Cooking, Gym & Video

Beyond the screen: Finding joy in travel, fitness, and good company

Since I can remember

Trading screen time for adventure time, video making, and algorithms for recipes - because life's better with balance and friends

#### Showcase

