Dmitry Fabushev

Head of SEO | Enterprise E-commerce | Organic Growth | Technical SEO & AI Search

Minsk, Belarus | +375 44 513 59 31 | dfabusev@gmail.com | dmitryfabushev.com/en

EXECUTIVE PROFILE

SEO leader with 9+ years in SEO and digital marketing, including 5+ years leading organic growth for a large e-commerce business. Own strategy, technical SEO, analytics, team execution, and SEO requirements for product and engineering. Experienced in large-catalog architecture, backend and SSR changes, process automation, and AI-search workflows.

SELECTED IMPACT

+40% non-brand organic traffic since 2021, with conversion rate maintained

2M+ organic visits per month; SEO drives 30%+ of total website traffic

175K+ indexed pages, ~1K categories, 100K+ product pages

~70% of routine SEO processes automated; analytics pipeline handles millions of rows

EXPERIENCE

Head of SEO | PATIO CJSC (5element.by)

Jul 2021 - Present | Minsk, Belarus | Retail / E-commerce | 3,500+ employees | 80+ stores

- Own organic growth strategy and roadmap, technical SEO, semantic coverage, analytics, team leadership, and SEO requirements for CMS, product, and engineering.
- Delivered +40% growth in non-brand organic traffic since 2021 while maintaining conversion rate; SEO now generates 2M+ visits per month and 30%+ of total website traffic.
- Designed automated metadata generation, controllable internal linking, and tag/filter landing-page mechanics, reducing dependence on manual development.
- Served as business owner for website backend modernization, SSR migration, and expansion of SEO capabilities in the CMS; defined requirements and led post-release validation.
- Expanded semantic coverage to ~10K clusters and 30K queries; built in-house ranking/search-demand monitoring and an A-Parser -> ClickHouse -> DataLens analytics pipeline processing millions of rows for cross-functional and executive reporting.
- Automated ~70% of routine SEO processes with Python, ChatGPT, A-Parser, and custom solutions; introduced KPI review cadences and a delivery model spanning product, engineering, analytics, and mentoring.

ADDITIONAL EXPERIENCE

SEO Specialist - Project-based | Pradius Nova LLC / Self-employed

Jan 2023 - Aug 2025 | Minsk, Belarus | hovanka.by / pradius.by

- Managed project-based SEO across competitive analysis, web analytics, content/CMS work, and HTML/CSS improvements.
- hovanka.by: Yandex visibility up to 100% (+79 pp) and Google up to 90.5% (+58.1 pp); pradius.by: Yandex up to 40.4% (+30.7 pp) and Google up to 28% (+10 pp).

Head of Marketing (CMO) | Zid Bai LLC (zid.by)

Mar 2017 - Apr 2021 | Minsk, Belarus | Retail / E-commerce

- Increased lead volume by 450% and brought priority business lines into the Top 3 in Yandex and Google.
- Reduced the ad spend-to-revenue ratio by 70% and CPO by 40%.
- Implemented end-to-end analytics in Roistat and integrated CMS, CRM, and 1C.
- Led the website redesign and migration to 1C-Bitrix.

INDEPENDENT R&D

Independent Projects | AI Automation R&D

Jun 2025 - Present

- Design agentic workflows for digital products, websites, and content - from research and requirements through implementation, testing, and quality assurance - using OpenAI Codex, Claude Code, Python, and LLM agents.

CORE SKILLS

Strategy & Leadership: Organic growth strategy, SEO roadmaps, team leadership, KPI design, mentoring, cross-functional delivery

Technical & Product: Technical SEO, e-commerce SEO, site architecture, internal linking, CMS requirements, SSR, release validation

Data & Automation: Web analytics, keyword/semantic research, Python, ClickHouse, DataLens, A-Parser, AI/LLM automation, GEO/AEO

Platforms & Tools: Google Search Console, GA4, Yandex Metrica, Screaming Frog, Ahrefs, 1C-Bitrix, ChatGPT

EDUCATION & PROFESSIONAL DEVELOPMENT

Belarusian Commercial University of Management - Economics and Enterprise Management studies (not completed), 2003

- 2026 - SEOGPT: Generative AI for Search Promotion - AI agents, workflow automation, GEO, AEO
- 2025 - AI Professional 4.0 - Prompt Engineering
- 2024 - Professional Development in Management and Business Communication

Languages: Belarusian - Native | English - A2