

GEORGII LIAPKO

Director of SEO & Digital Operations

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SUMMARY

SEO and digital operations leader with 10+ years scaling multi-site healthcare web platforms. Track record of rebuilding organic growth after Google Core Updates, implementing AI search optimization (AEO/GEO), reducing operational costs, and building analytics and automation infrastructure from the ground up. Experienced in aligning SEO with content, CRM, and paid media operations through cross-functional leadership and scalable operational systems.

KEY COMPETENCIES

SEO Strategy | Technical SEO | Local SEO | Web Operations | Analytics & Automation | Team Leadership | Growth Systems | PPC Coordination | Reporting Infrastructure

WORK EXPERIENCE

Director of SEO & Digital Operations | P7 Ventures, Boca Raton FL

Mar 2025 – Present

Selected brands: The Rx Advocates, River House Wellness, Peace Valley Recovery, Patient Help Network

- Lead SEO strategy and web development across 4 healthcare brands, overseeing CMS architecture, site performance, and technical infrastructure.
- Oversee analytics infrastructure, Salesforce integrations, and KPI-driven performance tracking systems.
- Align SEO, PPC, content, and development teams under a unified digital growth strategy.
- Rebuilt SEO strategy across all brands, restoring organic traffic and stabilizing growth after major Google Core Updates.
- Reduced external contractor and maintenance costs by 40% by consolidating web infrastructure ownership.
- Implemented AI-driven automation and KPI tracking systems, eliminating manual reporting bottlenecks.
- Designed and launched a comprehensive SEO and content strategy for a new healthcare portal (patienthelpnetwork.org).

SEO & Content Manager | Haven Health Management, Palm Springs, FL

Nov 2023 – Mar 2025

Selected brands: Haven Health Management + 7 additional healthcare websites

- Led SEO and content operations across 8 healthcare websites, directing technical improvements, content restructuring, and automation initiatives.
- Coordinated freelancers, developers, and content contributors to improve execution speed and reduce operational bottlenecks.
- Increased organic traffic by up to 300% on key projects through technical improvements, content restructuring, and link acquisition strategy.
- Restored positive organic traffic trends across multiple projects following Google Core Updates.
- Built scalable automation systems to reduce manual work across the marketing department.

Marketing Specialist | Miami Sound Rental, Miami, FL

Mar 2023 – Oct 2023

- Managed SEO, website optimization, and digital marketing initiatives for a live event production company.
- Led full-site restructuring and content optimization, tripling organic traffic.

Technical SEO Specialist | Delphi Behavioral Health Group, Fort Lauderdale, FL

Sep 2018 – Mar 2023

Selected brands: Delphi Health Group + 8 additional websites

- Directed multi-site technical SEO initiatives across 9 domains: site architecture, crawl optimization, canonicalization, and large-scale migration planning.
- Coordinated analytics setup, GTM tag management, and on-page optimization across the full brand portfolio.
- Collaborated with writers, developers, and designers to align SEO with UX and conversion goals.
- Unified 11 websites under a single CMS with zero organic traffic loss.
- Increased organic sessions by 500%+ over 4 years across a 9-domain portfolio and scaled inbound calls to 3,000+/month.
- Recovered and sustained organic visibility through multiple Google Core Updates.

Co-Owner | E-commerce Director | Part-time | Home & Heating Industry (Multi-brand)

Jul 2012 – May 2024

Independent e-commerce portfolio operated part-time alongside full-time roles.

- Built and scaled e-commerce operation from the ground up, achieving 5x revenue growth over 10 years.
- Led a team of 8 across design, development, sales, and content.
- Achieved and maintained #1 Google rankings across 90% of target commercial keywords in competitive niche.

EDUCATION

M.S., Telecommunications & Information Technologies | Saint Petersburg State Electrotechnical University (LETI)
2006 - 2012

SKILLS

SEO & Growth: Technical SEO, Local SEO, Multi-Site SEO Strategy, SEO Audits, Content Architecture, Schema, Conversion Optimization

Analytics & Reporting: GA4, Google Tag Manager, Google Search Console, Looker Studio, SEMrush, Ahrefs, Screaming Frog, CallTrackingMetrics

Automation & AI: Make, Zapier, n8n, Google Sheets Automation, API Integrations, GEO / AI Search Optimization

CRM & Business Systems: Salesforce, HubSpot, KPI Development, Performance Tracking

Web & CMS Operations: WordPress (Advanced), Shopify, HTML/CSS/JavaScript, Page Speed Optimization

Advertising & Outreach: Google Ads, Microsoft Ads, Link-Building, Digital PR