

# Milan Marković

# Outreach/Link Building Specialist

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## ABOUT

As an experienced Outreach & Link Building Specialist, I specialize in building high-quality connections with authoritative websites to enhance online visibility and drive organic growth. By leveraging data-driven research, strategic outreach, and personalized communication, I secure valuable backlinks that improve search rankings. Staying up to date with industry trends and algorithm updates allows me to refine my approach and maximize results. Open to collaborations that create long-term success.

## PROFESSIONAL

### EXPERIENCE

#### Link Building Manager | Dec 2024 - Feb 2025

NON Agency, Poznan

- Collaborated with the team during a high-workload period on a three-month project.
- Analyzed and implemented link-building strategies for English-speaking markets.
- Worked with anchors in different alphabets across various industries.
- Gained experience with an SEO management platform to optimize workflows.
- Researched and assessed market approaches to improve efficiency and results.

#### Link Building Specialist | Apr 2023 - Dec 2023

Buzznberry, Tel Aviv

- Analyzed websites to enhance link-building strategies.
- Developed and executed outreach campaigns tailored to diverse audiences.
- Built and maintained relationships with bloggers, influencers, and industry experts.
- Identified high-quality linking opportunities through targeted outreach.
- Monitored campaign success and adjusted outreach efforts accordingly.

#### Link Building Specialist | Mar 2022 - Feb 2023

Sure Oak, New York

- Crafting customized outreach strategies for various clients
- Reaching out to relevant websites, bloggers, and influencers
- Building and nurturing relationships with content creators and industry experts
- Identifying high-quality linking opportunities through targeted outreach
- Analyzing competitor backlink profiles to uncover new outreach targets
- Providing regular progress reports to clients and the internal team

## EXPERTISE

- Link Building Strategy Development
- Competitor Backlink Analysis
- Personalized Outreach Campaigns
- SEO & Digital Marketing
- Relationship Building & Networking
- Content Marketing & Promotion
- Data Analysis & Reporting
- Project Management

## SKILLS SUMMARY

- Google Sheets 
- Ahrefs 
- Outreach Campaigns 
- Written Communication 
- SEMRush 
- Negotiation 
- Gmail tools 
- Organization 