

Max Miroff

Summary

Max is passionate about writing, social media, SEO, and internet marketing. He has extensive experience in all aspects of website management, including content creation and promotion, and is an accomplished online writer both for his own websites and in his freelance work. He is seeking an active, fast-paced career in a position open to innovation.

Experience

Freelance SEO/Marketing at Self-employed

Internet, employees

09/2007 - present

Triond - 2007-present

(<http://www.triond.com>)

I am a regular content producer for Triond, a web publication service, and have over 40 published pieces through its service. My works on the website range from viral top ten lists to in-depth essays on topics ranging from history to SEO to environmental science. Triond provides a valuable means to publicize my work, and through it my articles have been viewed over 350,000 times.

Notcissistic - 2010

(<http://notcissistic.com>)

Task: The client wanted to create, monetize, and publicize a website with minimal prior web experience.

The first thing that the client and I accomplished was the creation of a specific strategy for the website. I guided the client through exactly what blogging entailed, discussing Wordpress management, regular content creation, search engine optimization, social media marketing, and monetization, providing specific and concrete examples of practical implementation. We eventually settled on a blog format managed through Wordpress, and I guided the client through the creation and upkeep of that particular content management system. Work was done both in-person during meetings and through online messaging.

Regretful Morning - 2008

(<http://regretfulmorning.com>)

Task: Create a humorous web portal targeted towards males 18-30 (similar to CollegeHumor.com).

Initially, a clear marketing strategy was created that would emphasize social media, ease of use, and brandability to attract the target audience. Next, the design of the site was addressed and Wordpress was implemented to its full extent on the site. I worked with the client through online messaging and provided detailed description of all the necessary additions to the site. The client reported a 30% increase to traffic after changes were implemented.

Host With Us - 2008

(<http://hostwithus.co.nz>, now <http://designcentral.co.nz/>)

Task: Improve usability of an online hosting website (Host With Us).

The solution to this problem was two-fold: both the writing and the design of the website were addressed. I collaborated with the client to write new service descriptions as well as to develop a mission statement. In addition to this, I revised the writing already found on the site for clarity and grammatical accuracy. After that, I advised the client on ways to improve usability (link structure, clear and guided user experience) and design.

Manager of Online Advertising at Artek LLC

Internet, 0-10 employees

12/2008 - present

Develop strategies for the monetization of Patientsville, a major online health portal. This includes both the application of search engine optimization and marketing techniques to bring in new users, as well as the implementation of advertising from companies such as Google, Kontera, and ADSDAQ.

Artek LLC owns Patientsville, one of the largest online health communities.

Owner at BlogBadly.com

Internet, 0-10 employees

12/2008 - present

Manage Blog Badly, a website about online marketing, web monetization, and blogging. This involves writing and producing unique content through careful research of field trends and then marketing and promoting these articles. This was done through social media by strategic use of websites such as Stumbleupon, Reddit, Digg, Delicious, and so on, as well as through search engine optimization (SEO) techniques involving both off- and on-site techniques. Extensive HTML and Wordpress expertise were used to achieve these goals, including RSS feed management, site template creation, and implementation of various plugins to aid the user experience.

BlogBadly.com is a website focused on social media, SEO, and online marketing.

Owner at MoneyMoose.com

Internet, 0-10 employees

10/2007 - present

Manage Money Moose, a website about finance, business, and money. Extensive research was conducted about the state of international business relations and finance, and content was then produced to create a user-friendly way to learn about these current issues. Social media and SEO techniques were implemented to promote the website.

MoneyMoose.com is a business and finance website, combining elements of humor with international money affairs.

Studies

Student at Thomas Jefferson High School for Science and Technology (TJHSST)

Highschool

09/2008 - present

Awards

Language Competitions

American Councils for Teachers of Russian (ACTR) Russian Language Essay Contest

2008-09 - Bronze Medal - Level 3 Heritage Speaker

2009-10 - Gold Medal - AP Level Heritage Speaker

2009-10 - Silver Medal - National Competition

ACTR Olympiada of Spoken Russian

2008-09 - Silver Medal - Level 3 Heritage Speaker

2009-10 - Silver Medal - Level 5 Heritage Speaker

Policy Debate
Junior Varsity Level (2008-09)
WACFL (Washington Area Catholic Forensics League)
2008-09 - First Place

Varsity Level (2009-10)

Blogging
Retire at 21 Top Young Bloggers Under 21
(<http://www.retireat21.com/blog/top-young-bloggers-under-21/>)
2008 - Named "top young blogger."

Youngest Blogger Top 100 List
(<http://www.youngestblogger.com/>)
2010 - Named #5th top young blogger in the world.

Clubs & Organizations

Policy Debate Team (2008-present)
I debate for the TJHSST policy debate team and have covered all sides of crucial issues such as alternative energy research as well as poverty in the United States. Policy debate involves extensive research, investigation, and strategy pre-debate, in addition to oratory skills, quick adaptation, and maneuvering in-round. I consistently receive excellent speaker scores and have received numerous awards through my debate career.

Russian Honor Society: SLAVA (2009-present)
I am a member of the school branch of SLAVA, an organization dedicated to the excellence of study in Slavic culture and languages and promotion of Slavic studies. Through my efforts in SLAVA, I have volunteered in numerous service projects in the community and successfully chaired committees within the organization.

Languages

I have an excellent grasp of the English language, and am extremely passionate about developing my writing abilities in what I view as a very rich and varied language. My first real experience with the language was when I took college level writing courses at the age of nine through the John Hopkins Center for Talented Youth (CTY) program. I passed the course with outstanding marks in coursework involving authors such as Hemingway and covering poetic as well as prose writing. I continued developing my writing independently, eventually creating and producing content for MoneyMoose - a satirical finance/money website. Afterwards, I moved on to my next project, Blog Badly, a humorous and informative research for writing, blogging, and internet marketing. Both of these endeavors forced me to learn new writing techniques and, in turn, furthered my grasp of the English language.

As I was born in Moscow, only immigrating to America at the age of two, I learned Russian as my first language and was immersed in the culture of the vast Slavic country, speaking it at home with my parents. I continue my Russian education to this day, successfully completing an AP Russian course as well as winning numerous language competitions. These include the Russian Olympiad, a yearly tournament targeted towards high school students in Russian programs and comprising of various spoken challenges and prompts related to Russian culture in the language. In my first such tournament, I was awarded a silver medal in the heritage speaker category. I have also entered two essays into the American Council of Teachers of Russian annual essay contest for high school students, winning a silver and a gold medal for my first and second years of entry, respectively, and again in the heritage speaker category. The gold-level essay was sent to Moscow for international judging. I am involved in the Russian Honor Society SLAVA at Thomas Jefferson High School for Science and Technology (TJHSST), a service organization dedicated to community help and the promotion of the Russian language.