

PETAR PERUNOVIĆ

SEO STRATEGIST

CONTACT

PORTFOLIO

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PROFESSIONAL SUMMARY

Experienced SEO Strategist with over 6 years specializing in digital strategy, technical SEO, and organic search growth across international SaaS, e-commerce, and multi-language portfolios.

Experienced in full-time remote work, with over eight years of background, previously worked as Web Developer focused on custom CMS solutions and modern web applications. Adept at performance optimization, clean digital architecture, and seamless asynchronous collaboration.

ACADEMIC HISTORY

Specialist Professional Studies — Information Technologies

2012 – 2016

The Higher Education Technical School of Professional Studies, Novi Sad

WORK EXPERIENCE

Dotcom-Monitor — SEO Strategist

Oct 2025 – Present

- Lead technical optimization and organic search strategy for enterprise SaaS products (Web Application Monitoring, Load Testing, API Monitoring).
- Conduct deep technical site audits, optimize crawlability, and resolve complex indexing obstacles for SaaS traffic.
- Collaborate on site architecture, content clusters, and internal linking to align performance with search engine guidelines.

New Target, Inc. — SEO Manager

Dec 2021 – Aug 2025

- Promoted from SEO Specialist to SEO Manager, overseeing end-to-end search strategies, technical audits, GA4/GTM tracking setups, and content optimization.
- Built SEO audits, strategy, and implementation roadmaps tailored to client KPIs.
- Directed organic growth initiatives across diverse client portfolios, adapting to core search engine algorithm updates.
- Mentored junior specialists and streamlined cross-functional developer/SEO workflows.

Computer Rock — Web Developer

Sep 2021 – Dec 2021

- Engineered a scalable, multi-language website platform, translating pixel-perfect designs into custom builds.
- Configured internationalization frameworks and collaborated with cross-functional teams.

The Hayo'u Method — Web Developer

Feb 2021 – Sep 2021

- Co-managed technical operations and platform health across three brand sites (hayoumethod.com, hayoufit.com, and katiebrindle.com).
- Implemented new features, bug fixes, and continuous updates with zero downtime across all web properties.

Incline Marketing Group — SEO & Web Developer

Oct 2020 – Oct 2021

- Delivered full-scope technical SEO strategies, comprehensive site audits, and built organic growth strategies.
- Created new custom websites, implemented tailored features, and maintained overall site health.

Webselesene — SEO & Front-End Developer

Feb 2020 – Sep 2020

- Combined technical SEO optimization with website maintenance and feature development as a full-time SEO Specialist and Front-End Developer.
- As part of a dedicated team, we scaled organic traffic by 100%—growing from 4M to 8M monthly visits—and achieved the site's highest overall ranking performance.

me2you — Founder

Feb 2018 – May 2020

- Architected and launched an independent e-commerce store, managing ongoing technical maintenance and payment gateways.
- Executed full-funnel digital marketing, organic search strategy, and operational logistics.

Lovappy — Front-End Developer

Jan 2017 – Jul 2017

- Served as sole Frontend Developer, architecting responsive UI from scratch using HTML5, CSS3, and JavaScript.
- Collaborated closely with backend engineering to integrate API features and ensure high stability.

Freelance — Web Developer

Dec 2016 – Present

- Built and optimized custom websites independently for diverse clients:
 - the-kc.com — Website Development
 - panorama15.rs — Web Design, Dev & SEO
 - meni.panorama15.rs — QR Code Menu Dev
 - planina-tara.com — Web Design & Dev
 - sovabrewery.rs — Website Development
 - voloforce.com — Website Development