

# Evgeny Krukov

Content & Localization Ops · AI Content · SEO / GEO

Novi Sad, Serbia · Remote · Registered sole proprietor, able to invoice EU clients · English B2/C1

[e-krukov@ya.ru](mailto:e-krukov@ya.ru) · +7 913 394-44-68 · [Telegram @zhekich](https://t.me/zhekich) · [linkedin.com/in/e-krukov](https://www.linkedin.com/in/e-krukov) · [studio1008.com](https://studio1008.com)



## PROFILE

---

I build systems that produce text at scale and keep it consistent, on-brand and on schedule. Twenty-five years with text: advertising, web, games, SEO.

My work is the production line rather than the individual piece: AI-assisted drafting with human quality gates, a single versioned source of truth for content and localization, and search structure that holds up in both classic and generative results.

## SELECTED RESULTS

---

- Cut the text production cycle from 25 working days to 45 working hours on a mobile live-service project by restructuring the pipeline and introducing AI tooling.
- Migrated text, localization and implementation workflows into Gridly, including 13 years of legacy archive: wrote the spec, designed the structure, tested and trained the team.
- 300+ SEO articles published across unrelated technical domains; lead author of a digital agency's marketing blog.
- Built a company website into its primary sales channel from zero: 75%+ of new customers arrived through it.
- Scaled paid search from 50K to 400K RUB per month; wrote and tested 300+ ad texts across 13 regions while working on CPC and CPA.
- Held content consistency across 15 languages at 1000+ lines per six-week release cycle.

## CORE SKILLS

---

**AI content production.** Claude, ChatGPT, Gemini, Manus, Deepseek. Custom agents and skills for competitor research, semantics, humanization and client formatting. Prompts written with acceptance criteria and output format, followed by manual editing, fact and hallucination checks, and Turgenev / text.ru clearance before publication.

**SEO and GEO.** Semantic core and clustering, LSI, title and description templates, heading structure, internal linking, Schema.org markup, FAQ blocks and comparison tables built for generative answers, sitemap.xml, robots.txt, llms.txt, indexing control, page speed.

**Analytics.** Yandex.Webmaster, Google Search Console, Yandex.Metrica, GA4, Ahrefs. Goal setup, anomaly analysis, A/B tests on copy, images and UI, page changes driven by data.

**Localization ops.** Gridly, glossary and tone of voice, 15 languages, Gridly-to-Git sync, scheduled export, dedicated localization views, direct task assignment to vendors.

**Web.** WordPress, Bitrix, Tilda, Taplink, LPGenerator, MODX and custom CMS. HTML/CSS, basic JS, Git, SSH, FTP.

**Process and docs.** Production guidelines, knowledge base ownership, specs for external contractors, QA and acceptance of delivered work, team training.

## EXPERIENCE

---

**SEO Editor / AI Content QA** Kontur Lite (digital agency)

Dec 2024 - present

- Run an AI-assisted content pipeline for agency clients: competitor and gap analysis, semantic core and LSI, prompt with acceptance criteria, draft, manual edit against the brief, fact check, Turgenev and text.ru clearance.
- 300+ published articles across unrelated technical domains: transformers and substations, industrial equipment, sand quarries, computer networks.

- Lead author of the agency's internet marketing blog.
- SEO and GEO structuring: metadata, headings, internal linking, Schema.org, FAQ and comparison tables aimed at AI search results.
- Illustrations generated and prepared in-house from prompts produced during writing.

**Senior Game Writer / Text Production Owner** Playrix (Township)

Dec 2024 - Jun 2026

- Owned the full text production line of a long-running mobile live-service project.
- Cut the task cycle from 25 working days to 45 working hours through pipeline restructuring, AI tooling and automation; moved the team to producing text one to two versions ahead.
- Migrated all text, localization and implementation workflows from scattered spreadsheets into Gridly, including 13 years of legacy archive. Wrote the spec, designed the structure, ran testing, trained the team.
- Built Gridly-to-Git synchronization with an engineer and set up scheduled automatic export into the repository.
- Rewrote the company knowledge base section on texts and localization, replacing word-of-mouth handovers with documentation available studio-wide.
- 1000+ lines of content per six-week release cycle; consistency control across 15 languages.
- In-game, UI and UX texts, onboardings, push notifications, player emails, store listings, seasonal events.

**Narrative Designer** Rut Code

Jun 2024 - Nov 2024

- Interface language for PC and mobile projects: UI texts, system messages, UX content.
- Technical documentation syncing text decisions with game mechanics; specs and alignment with design and engineering.

**Content Manager / Narrative Designer** Belka Games

Feb 2023 - May 2024

- Integrated AI (ChatGPT, Gemini) into the content pipeline: internal prompting guidelines, prompt libraries, team training sessions.
- 30+ expedition storylines for a mobile live-service title, from concept to build integration; three ranked top ten by revenue for their period, including number one.
- Owned the full workflow: localization, build reviews, narrative feedback, coordination with lead and technical designers.

**Narrative Designer** Playrix

Nov 2019 - Dec 2022

- Worked on Story Blast, Gardenscapes, Fishdom and Township, plus new game prototypes.
- In-game copy beyond story: tutorials, item naming and descriptions, marketing and technical texts.
- Mentored the writer internship track: three interns, lectures, assignments, feedback and editing.

**Game Writer / Narrative Designer** Alawar

Oct 2017 - Nov 2019

- Lead writer on Beholder 2, a dystopian quest game: all dialogue and quests, branching endings, character voice.
- The game holds a Very Positive rating on Steam; critics singled out the writing.

**Website Manager / Digital Marketing** Chistaya Voda (Noringa), federal water producer

Jul 2012 - Oct 2017

- Built the company website into its primary sales channel from zero; 75%+ of new customers came through it.
- Launched and ran the site on Bitrix: structure across 13 regions, content, promotional landing pages.
- Paid traffic in Yandex.Direct, Google AdWords and VK: 300+ ad texts across regions, CPC and CPA optimization, budget scaled from 50K to 400K RUB per month.
- Analytics: goals in Yandex.Metrica, A/B tests on copy, images and UI, page changes driven by data.
- Specs for site improvements and for Android and iOS ordering apps; vendor management, QA, acceptance and ASO.

**Business Development Director** Taba.ru

Nov 2011 - Jun 2012

- Web service product work: designed and scoped new functionality, wrote specs for the engineering team, calculated marketing metrics.

**Marketing Communications Specialist** Alawar Entertainment

Jul 2008 - Oct 2011

- Content management for the corporate website.
- Press releases, media responses, industry reviews, reports and presentations for company executives.

**Head of Creative Department** Alliance Media, full-service advertising agency

2001 - 2008

- Audio and video ad scripts, campaigns, branding, the full range of ATL advertising; scripts for city events and BTL activity.
- Clients included regional branches of Alfa-Bank and Sberbank. Awards from MMFR and other advertising festivals.

## INDEPENDENT PRODUCTS

---

- Independent web and content work since 2008: 30+ websites launched and maintained on WordPress, Tilda, Taplink, LPGenerator, MODX and custom systems. TemplateMonster certified.
- Gardener's Calendar: Android, Web and Node application, live and monetized without ads, published on Google Play and RuStore.
- Zhekich Feed Generator for Dzen: plugin published in the official WordPress.org catalogue.
- Tender: AI tender analytics platform delivered for a client, running on a VPS.
- Room and a landing page builder: own products in development.

## EDUCATION

---

Novosibirsk State University, Journalism. Specialist's degree, five years, 2001.  
Equivalent to Master's level (EQF 7).