

CONTACT

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SCALE & IMPACT

- 7-person technical SEO team
- ~100-site portfolio
- Audits up to ~2M URLs
- Migrations up to ~500k URLs
- Full-site SEO ownership
- InsideBitcoins rankings: #2 Best NFTs; #3 Best Crypto Casinos

CORE SKILLS

- Technical SEO
- End-to-end website SEO management
- Large-scale crawling & audits
- Website migrations
- Answer Engine Optimization
- Team leadership
- Developer collaboration
- WordPress
- Schema & internal linking
- Information architecture
- Ahrefs / GA / GSC
- AI workflow automation

EDUCATION

MA in Philosophy - Central European University
2014-2015 | GPA 3.60/4.00

BA in Philosophy - University of Belgrade
2009-2014 | GPA 9.82/10.00

Nikola Djurkovic

Senior Technical SEO Manager | Enterprise Technical SEO Lead

PROFILE

Senior technical SEO leader with 8+ years of experience across gambling, finance, and crypto. Led a 7-person team supporting ~100 websites, with audits of sites up to ~2M URLs and migrations up to ~500k URLs. Experienced in large-scale technical operations, developer coordination, site architecture, generative engine optimization and AI-assisted workflow automation.

PROFESSIONAL EXPERIENCE

Senior Technical SEO Manager & Company-wide Technical SEO Team Lead

Clickout Media / Finxio | Aug 2021 - Oct 2026

- Led a 7-person technical SEO team responsible for technical SEO across a portfolio of ~100 websites.
- Built recurring cloud-crawl, issue-triage, remediation, and developer-ticketing workflows; audited sites with up to ~2M URLs.
- Led migrations involving up to ~500k URLs, including CMS-to-WordPress and subdomain-to-subfolder moves, redirect planning, and pre/post-deploy validation.
- Coordinated directly with developers on releases, technical fixes, and custom WordPress/plugin development.
- Automated repetitive and complex SEO/operational workflows with AI agents, including affiliate-link implementation checks across multiple sites and geographies.

Previous roles: Senior SEO Manager and SEO Manager

- Owned end-to-end SEO for InsideBitcoins, covering technical SEO, information architecture, content planning, and link building.

SEO Specialist

Catena Media | Jan 2020 - Aug 2021

- Created structured content briefs and keyword research, implemented on-page and technical fixes, and researched new market and site-section opportunities across gambling and finance properties.

Content Writer, On-Site SEO Specialist & Editor-in-Chief

TrinityRank | Nov 2018 - Jan 2020

- Planned new pages, produced SEO instructions, published content, commissioned graphics, built internal linking/schema, and tracked performance in Ahrefs, Google Analytics, and Search Console.

Assistant Underwriter

Outsource Insurance Professionals | Dec 2016 - Aug 2018