

DAN ZAVHORODNII

Website & Conversion Optimization | Landing Pages, GA4/GTM & Front-End Development

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Portfolio: danport.ohmlabs.co | Live sites: ohmlabs.co, thornhillhub.com

PROFESSIONAL SUMMARY

Web marketer and front-end builder with 5+ years building, launching and optimizing marketing websites, landing pages and campaigns for B2B software, e-commerce and subscription brands. As co-founder of OHM Labs, a Toronto web studio, owns websites end to end: site architecture, navigation, page speed, accessibility, mobile responsiveness, Search Engine Optimization (SEO) and Google Analytics 4 (GA4) tracking. At Rakuten Kobo, launches 60+ campaign assets a month and sets up the A/B tests the CRM team uses to optimize. Builds and edits pages directly in the CMS, writes HTML, CSS and JavaScript, and uses AI tools like Claude Code daily.

SKILLS & TOOLS

Skills: Website ownership, conversion rate optimization (CRO), landing page builds, site architecture, navigation, internal linking, page speed, accessibility, mobile responsiveness, UX/UI judgment, CTA and funnel optimization, A/B testing, web analytics, event tracking, dashboards and reporting, CMS management, SEO, Answer Engine Optimization (AEO), front-end development, project management, cross-functional collaboration, vendor and client relationships, AI-assisted workflows

Tools: Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, Looker Studio, WordPress, Elementor, Shopify, Webflow, Builder.io, Magento, AEM, HubSpot, Figma, HTML, CSS, JavaScript, Next.js, Git/GitHub, Claude Code, ChatGPT, Zapier, Oracle Responsys, Movable Ink, Litmus, ClickUp

Languages: English, Russian, Ukrainian (fluent)

SELECTED WEBSITE WORK

- Designed and built ohmlabs.co in Next.js, owning its site architecture, navigation, internal linking and page speed, with GA4 tracking, structured data, an XML sitemap and llms.txt for SEO and AEO.
- Created the studio's free website health check, a 5-point conversion audit that scores trust, conversion path, proof placement, mobile speed and follow-up, then ranks what to fix first.
- Built thornhillhub.com for a York Region employment centre in WordPress with Elementor and custom code, giving job seekers and employers one clear booking path.
- Built a Shopify storefront and product landing page for Naya, a modular split keyboard, and connected lead capture forms on client sites to HubSpot with GA4 and Google Tag Manager tracking.

PROFESSIONAL EXPERIENCE

Rakuten Kobo Inc.

Nov 2025 – Present

Production Coordinator, Marketing Delivery

Toronto, ON

- Built, QA-tested and launched 60+ campaign assets a month across markets, publishing landing page and deals banners on kobo.com through Builder.io, Magento and internal admin tools.
- Set up A/B test variants and test audiences in Oracle Responsys for the CRM team's experiments.
- Hand-coded responsive HTML and CSS from design files with Kobo's reusable components and templates.
- Built accessible banners and emails with alt text, semantic HTML and ARIA roles, then checked them across browsers, screen sizes and mobile devices.
- Ran visual QA, content and link validation before every launch, and reviewed teammates' campaigns in ClickUp as a second QA check to catch problems early.
- Created reusable modules and QA checklists to speed up the team's builds.
- Worked with CRM and creative teams on layouts and CTAs, flagging CX issues early before launch.

OHM Labs · Toronto web studio

Apr 2025 – Present

Co-founder, Websites & Conversion (Part-time)

Toronto, ON

- Led client website projects from brief to launch: scoped the work, managed timelines and stakeholders, and built pages directly in WordPress, Shopify and Next.js.
- Advised clients on conversion paths, CTAs, SEO and tracking, using the health check scorecard to turn findings into a prioritized fix list.
- Built a Claude Code system of 19 custom agents and 15+ skills that runs research, QA, code review and deployment as repeatable workflows.

TripleOne · Boutique crypto trading firm
Digital Marketing & Automation Specialist

Mar 2025 – Nov 2025
Toronto, ON (Remote)

- Ran lead-generation and lifecycle campaigns in HubSpot, driving 25% month-over-month growth in qualified leads for the sales team.
- Built multi-touch email sequences and A/B tested triggers, lifting opens 21% and conversions 17%.
- Automated workflows connecting HubSpot, Zapier and internal tools, cutting manual work 35%.

Cachelan · B2B solar monitoring software
Web & Digital Marketing Specialist

Dec 2023 – Feb 2025
Toronto, ON

- Built custom front-end pages and components for the SolarVu cloud portal in HTML, CSS and JavaScript, cutting page load time by 18%.
- Built analytics dashboards connecting campaign engagement to website conversions, giving sales and leadership a clear view of pipeline contribution.
- Optimized page layouts and images for SEO on landing pages and blogs.
- Set up a standard pre-deployment QA checklist that cut revision cycles by 30%.

RKB Bearings Group · Global B2B manufacturing
Digital Content & Localization Specialist

Mar 2023 – Nov 2023
Balerna, Switzerland

- Partnered with regional teams to localize content and emails for 10+ markets with zero launch errors.
- Consolidated campaign and lead metrics into reports for senior leadership.

We Are Commercial.Online · Dutch marketing agency
Digital Designer & Front-End Developer

Mar 2021 – Apr 2023
Amsterdam, Netherlands

- Turned designs from creative directors and brand managers into responsive, conversion-focused layouts for retail, lifestyle and e-commerce clients.
- Built a documented component library of modular templates that cut design-to-deployment time by 25%.
- Set up consumer segmentation and personalized content blocks that raised average CTR by 27%.
- Worked with account teams and client stakeholders to plan campaign calendars and launches.

Arc Ventures B.V. · Premium accessories for Apple
Social Media & Digital Campaign Coordinator (Internship)

Apr 2021 – Oct 2021
Groningen, Netherlands

- Supported a €500K crowdfunding campaign with coordinated email, social and influencer activity.
- Updated product and launch page content on arc.cc in Shopify during the campaign.

ADDITIONAL EXPERIENCE

STRUCTURA · Independent techno events
Founder & Growth Marketing Director (Part-time)

Apr 2024 – Present
Toronto, ON

- Managed venue, vendor and sponsor relationships for each event, from negotiation to delivery.
- Built a sponsor network that helped grow attendance 50% quarter over quarter.

EDUCATION

Hanze University of Applied Sciences
B.S., International Communication · Minor in IT Management

Groningen, Netherlands