ALEXANDER MAZUR

SEO Entrepreneur | Founder & CEO | iGaming, Finance, Adult

Prague, Czech Republic | LinkedIn | mazurgroup.cz

PROFILE

Entrepreneur and CEO with 15+ years of experience launching and scaling digital projects. I specialize in SEO-led growth and product launches in highly competitive niches: affiliate and review projects in iGaming, finance, and white-label Adult. I take a project from hypothesis to an operating system: strategy, product, content, organic growth, monetization, hiring, and team development.

CORE EXPERTISE

- Launching and growing SEO projects from zero
- iGaming and affiliate models: review sites, content, and monetization
- Financial products: lead generation, partnerships, and unit economics
- Adult: white-label models, content, and SEO projects
- Building, training, and managing product, SEO, content, and development teams
- Growth strategy, P&L; logic, KPI, automation, and AI-enabled processes

KEY RESULTS

- Created and scaled 5+ companies and digital directions from zero.
- Managed cross-functional teams of up to 25 people across development, marketing, and operations.
- TMTLead: 70,000+ leads and 18+ financial partners; Czech National Bank brokerage licence.
- TMTSOFT: built an IT outsourcing business and completed a 100% exit in 2020.
- Investor and fund engagement: 150+ meetings.

TRANSPORT SEO NETWORK

SEO development of an airport transfer service network. We build local demand through dedicated domains and landing pages for airports, cities, and routes, connecting search semantics, useful content, route structure, and conversion paths through enquiry or booking.

Geography	Project	SEO focus	Domain
Europe-wide	**TaoRide**	Premium private transfers across Europe	taoride.com
Nice, France	**Nice Airport Transfers**	Local airport transfer service	airportnicetransfers.com
Lyon, France	**Lyon Airport Transfers**	Local airport transfer service	airportlyontransfers.com
Paris, France	**Paris Airport Transfers**	Local airport transfer service	airportparistransfers.com
Brno & Slovakia	**CarGip**	Airport and regional transfers	cargip.cz
Europe / Czechia	**CarGip**	Additional international domain in the transport network	cargip.com
Montpellier, France	**GipTransfer**	Transfer booking and passenger transport	giptransfer.com

LOGISTICS SEO AND LEAD GENERATION

SEO system for B2B freight transport. We develop a steady organic lead flow through regional and international domains: freight semantics, commercial landing pages, routes and destinations, content built around customer queries, and conversion from an enquiry to a transport quote.

Market	Project	SEO focus	Domain
EU	**GipTrans**	International freight transport and lead generation	giptrans.eu
International	**GipTrans**	Commercial pages targeting freight demand	giptrans.com
Czech Republic	**GipTrans**	Regional SEO queries and lead collection	giptrans.cz

HEALTH AND LONGEVITY SEO VECTOR

SEO development of a health and longevity ecosystem. We work with a multi-level domain structure for local and international demand, topical content, brand trust, and community growth.

Market	Project	SEO focus	Domain
Core product	**Mafit Health**	Health and longevity ecosystem	mafit.health
Czechia	**Mafit Health CZ**	Local demand and SEO for the Czech market	mafithealth.cz
International	**Mafit Health**	International SEO direction for the brand	mafithealth.com
Monaco	**Mafit Health MC**	Monaco domain; awaiting registration or delegation	mafithealth.mc
Community	**Mafit Fans**	Community and content layer of the ecosystem	mafitfans.com

PROP TRADING SEO VECTOR

SEO and affiliate growth for prop trading products. The focus includes review and commercial pages, semantics around funded accounts and trading challenges, content for attracting the target audience, and conversion into affiliate or product enquiries.

Sector	Project	SEO focus	Domain
Prop Trading	**Rilino**	Product and SEO direction for prop trading	rilino.com
Prop Trading	**FundedGrade**	Review and affiliate project for prop trading	fundedgrade.com

LOANS AND INSURANCE SEO VECTOR

SEO lead generation in lending and insurance. We work with commercial queries, comparison pages, partner offers, and conversion of organic demand into an enquiry. The next stage is a review project for the US audience; its name and domain are being selected.

Market	Project	SEO focus	Domain
Europe	**TMTLead**	SEO lead generation in lending and insurance	tmtlead.com

Market	Project	SEO focus	Domain
USA	**Review project**	Planned review site for a US audience; name and domain under selection	TBD

AI AUTOMATION AND TALENT SEO VECTOR

One SEO system for demand in AI automation and jobs. The domains attract organic enquiries from candidates and companies through automation topics, AI tools, implementation cases, and career opportunities.

Market	Project	SEO focus	Domain
Czech Republic	**Opilato CZ**	Local SEO lead flow for jobs and AI automation	opilato.cz
International	**Opilato**	International demand for AI automation, careers, and products	opilato.com

CORE SEO PROJECTS BY SECTOR

Sector	Project	Focus	Link
Adult	**PornDealio**	Owned review and affiliate project in the Adult sector	porndealio.com

PORTFOLIO OF 6 PROJECTS

Other projects not repeated in the SEO vectors above. Links lead directly to each project domain.

Direction	Company	Domain
Media & Creative	**PicsForDesign**	picsfordesign.com
EdTech	**Educat**	educat.courses
Marketplace	**Bigzzi**	bigzzi.com
Finance & Payments	**OpilatoPay**	opilatopay.com
Media & Creative	**PortrayMe**	portrayme.art
AI Infrastructure	**Apilon**	apilon.com

MANAGEMENT EXPERIENCE

- **Founder & CEO, Opilato s.r.o. | 2018 - present:** building a digital ecosystem and managing product, development, marketing, and monetization.
- **Founder, TMTLead | 2018 - 2019:** fintech lead generation platform, partner network, and unit economics.
- **Founder, TMTSOFT | 2008 - 2020:** built an IT outsourcing company from zero to an operating business and completed an exit.
- **Founder & Investor, Mafit Health | 2021 - present:** operating model, growth, and investment strategy.

EDUCATION AND LANGUAGES

Education: Master of Engineering, Belarusian State University of Informatics and Radioelectronics; qualification recognized in the Czech Republic.

Languages: Russian - native; Czech and English - professional working proficiency.

PORTFOLIO UPDATE / CASINO & IGAMING

CASINO AND IGAMING SEO VECTOR

SEO development of casino and iGaming review products. This direction connects search demand for games, slots and providers with a transparent editorial methodology, product comparison and clear navigation for an adult audience.

Project	Domain	SEO focus
LudoCasinoReviews	ludocasinoreviews.com	Review portal for casino games, slots, providers and game mechanics

CONTENT AND SEO MODEL

- Dedicated pages for casino games, slots, studios and game providers.
- Classification by mechanics, themes, devices, volatility and other useful attributes.
- Comparison content, published evaluation criteria and regularly updated editorial reviews.
- Technical SEO, internal linking, schema.org and index monitoring through APILON.
- Age restrictions, responsible gaming, jurisdiction requirements and work limited to permitted markets and licensed operators.

ROLE IN THE PORTFOLIO

LudoCasinoReviews expands the iGaming portfolio with a dedicated information and review product. The project is designed to attract relevant organic traffic, help users compare games and providers, and turn measurable demand into partner referrals under applicable market rules.

OPERATIONS THROUGH APILON

The domain, search metrics, content clusters, backlinks, tasks and project update dates are connected in APILON. This makes page growth visible, supports publishing quality controls, creates cards for the team and AI agents, and preserves evidence of completed work.

LudoCasinoReviews.com Casino games and iGaming review project