

ALEXANDER MAZUR

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

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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.