

To'rabek Raufov

Project Manager

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PROFESSIONAL PROFILE

Project manager and business owner with direct responsibility for customer communication, partner relationships and online visibility. Sole owner of Tourfixer, managing a network of over 20 drivers, and co-founder of AdvoAI. Combines hands-on business operations with Google Ads campaign management and SEO, AEO and GEO expertise across travel technology, legal AI and education.

PROFESSIONAL EXPERIENCE

Tourfixer | Owner and SEO Specialist

2026–Present | Travel technology | tourfixer.uz

- Grew organic search clicks from 0 to an average of 200 per day within six months, measured in Google Search Console.
- Manage ongoing Google Ads campaigns for Tourfixer alongside organic search optimisation.
- Conduct keyword research, write search-focused pages, implement technical SEO fixes and structured data, and develop backlinks. Use Google Search Console and GA4 to monitor performance.
- Manage relationships and service negotiations with more than 20 drivers, alongside local guide partnerships, for transfers and tours across Uzbekistan.
- Handle customer enquiries and complaints directly. Manage website copy, social media and day-to-day operations as the sole owner.

AdvoAI | Co-founder

2026–Present | Legal technology | advoai.uz

- Co-founded AdvoAI and contributed to a working MVP with the team using AI coding agents, covering legal questions and contract-related tasks.
- Our first prototype placed eighth among 30+ teams in the entrepreneurship track of the National AI Hackathon.

ADDITIONAL PROJECT EXPERIENCE

txielts | txielts.uz

- Digital project providing free IELTS Reading and Listening practice, band score calculation and AI-powered answer explanations.

CORE SKILLS

Communication: customer enquiries and complaint handling; partner relations; negotiation; website copy; social media; public-facing product presentation.

Advertising and search: Google Ads campaign management; SEO; keyword research; technical fixes; backlinks; structured data; answer engine optimisation (AEO); generative engine optimisation (GEO).

Analytics and delivery: Google Search Console; Google Analytics 4 (GA4); website traffic monitoring; project management; full-stack development.

EDUCATION AND TRAINING

“Silk Road” International University of Tourism and Cultural Heritage

2024–2028 | Samarkand, Uzbekistan | Expected graduation: 2028 | Current GPA: 4.9

Academic Lyceum of Westminster International University in Tashkent

2022–2024 | Tashkent, Uzbekistan | GPA: 4.9

LANGUAGES

Uzbek and English — professional working proficiency | Russian — conversational

German and Arabic — limited proficiency | English qualification: IELTS overall band 7.5