ALESYA SUPERFIN

Front-end Developer | JavaScript | React | Redux.js

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SUMMARY

- I am **Web Developer**, and I am keen on designing beautiful, intuitive and functional websites that live on the Internet.
- As an experienced marketing specialist (10+ years experience in Marketing at international companies) I understand how to create engaging and effective website.
- An open mindset, excellent collaboration and communication skills, lifelong learner. Skilled in collaborating with teams to drive growth and innovation.
- Interested in a full time job where there is an opportunity to learn and develop my skills even more.

Take a look at my Portfolio: **https://alesya-superfin-portfolio.netlify.app**

PROJECTS

Online Clothing Store (React, Redux.js)
🔗 https://github.com/AlesyaSuperfin/online-clothing-shop.git
- The project is created on the basis of the Front-end development course and shows my knowleges in React and Redux.js

Must See Places (React)
🔗 https://github.com/AlesyaSuperfin/Must-see-places.git
- A simple, beautiful, and functional application based on React. The slider contains information about the 15 most beautiful places on the planet that can be marked as visited.

Online Food Ordering (React, Redux.js)
🔗 https://github.com/AlesyaSuperfin/redux-food-ordering.git
- Online Food Ordering project to learn how to work with Redux.js. The project contains 11 dishes by different categories.

To-Do List (React)
🔗 https://github.com/AlesyaSuperfin/To-do-list
- To-do list React app that my child uses every day.

Flower Studio website (JavaScript)
🔗 https://flower-studio-the-garden.glitch.me
- Flower studio website based on JavaScript, Bootstrap-5.

IKEA's ideas for kid's room (JavaScript)
🔗 https://aspiring-sincere-grip.glitch.me/
- Website with recommended IKEA products for 8 different options for children's rooms.

Weather forecast application (JavaScript, API)
🔗 https://elite-delightful-flat.glitch.me
- Successfully integrated API in JavaScript application, enhancing app functionality.

Meditation application (JavaScript)
🔗 https://ninth-west-nurse.glitch.me/
- Website with 4 type of meditation on JavaScript.

SKILLS

JavaScript	React	HTML5/CSS3	Redux.js	Bootstrap-5	TailwindCSS	GSAP Animation	GitHub

Figma	Adobe Photoshop	Adobe Lightroom

LANGUAGES

English
Proficient
●●●●○

Russian
Native
●●●●●

Hebrew
Beginner
●○○○○

EXPERIENCE

10/2022 - Present
Israel

Freelance Web Developer
Freelance (Self employed)
https://alesya-superfin-portfolio.netlify.app/
- Creating web-projects (React, JavaScript, Bootstrap, CSS)

01/2021 - Present
Israel

Freelance Photographer
Freelance (Self employed)
https://alesyasuperfin.ru/
- Conducted {350+} lifestyle photography sessions across Israel.

03/2018 - 01/2021
Minsk, Belarus

Price & Promo Manager
Coca-Cola Hellenic Bottling Company
Promotion management & Pricing analytics
- Taking a part in a RGM (Revenue Growth Management) project to drive the company's shift from a volume to value/profit growth focus, including new/changed ways of working, defining KBIs. Monthly price-promo budget estimation, coordination of promotions with the Sales Team, calculation of ROI and monthly promo report. Competitors fields activities analysis and reporting.

09/2014 - 03/2018
Minsk, Belarus

Brand Manager
GARSIA / BELVINGROUP
Promotion of imported alcohol brands (Jack Daniel's, Finland vodka) in the territory of the Republic of Belarus.
- Managing Trade-marketing activities by channels: price-promo, visualization and BTL projects in trade, partner events. Sales analysis and planning, ordering products with the logistics department. Organization Finlandia Vodka Cup 2017 - first Filandia Vodka Cup in Belarus. Organization Jack Daniel's Motorcast Fest 2017 - Festival of customized culture in partnership with the Jack Daniel's brand in Minsk.

09/2012 - 09/2014
Minsk, Belarus

Trade Marketing Supervisor
Danone Belarus
Implementation and control Trade-marketing strategy of the company.
- Supervision the company's assortment strategy. Managing Trade Marketing budget and developing TM strategies. Development of a monthly activity plan for Sales Teams. Managing the process of Trade-marketing activities and POSM and Equipment strategy.

05/2010 - 08/2012
Minsk, Belarus

Trade Marketing Specialist
Alivaria Brewery (Carlsberg Group)
Implementation and control Trade-marketing strategy of the company.
- Managing the process of POSM and Equipment strategy, Trade-marketing activities by channels. Development and updating merchandising standards by channels and Sales-team education.

EDUCATION

03/2024 - Present

Fullstack(React, Redux, Node, MongoDB)
Can She Code Inc. Canada Remote

09/2023 - 02/2024

Front-end Web Development (JavaScript, Bootstrap-5, GSAP)
Can She Code Inc. Canada Remote

01/2010

Marketing
BSEU (Belarussian State Economic Uneversity)