

# Anna Rusyaeva

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## SUMMARY

5 years of experience in commercial development for different business areas gave me skill of understanding clients goals and creating tasks to achieve it. Thanks to solid set of marketing tools, I promote the relevant customers in the right direction according needed intention. With help of excellent building communications with current teams and contractors, I clearly plan tasks and hand over projects on time.

## SKILLS

- **Agile** (SRUM, Kanban, scrumban)
- **Managing projects** (Trello, Jira)
- **E-commerce** (Yandex Direct, Yandex Metrics, Google AdWords, Google Analytics)
- **Research market**
- **Marketing** (POSM, presentations, mailings)
- **Sales analytics**
- **User demand analysis**
- **Developing Cases for New Products/Features** (IDEF, UML)
- **Design** (sketch, moqups, figma, adobe products)
- **Strong Technical Stack** (HTML, CSS, JS, ReactJS, Angular, git)

## WORK EXPERIENCE

### Front-end Developer - Bank 'Tochka'

July 2018 – present time

- user demand analysis
- marking-up with material design
- creating tasks in Trello and Jira
- making user scenario using moqups
- creating new components on Angular 2
- improving usability
- participate and organization of meetings
- support written parts

### Senior Marketing Manager - OOO 'Ideco'

October 2017 – June 2018

- launch, maintaining and updating websites
- writing technical specifications for designers and programmers
- monitoring tasks using Jira and Trello
- planning budgets
- creating roadmaps
- SMM
- activities for attraction leads (mailings, contests, articles in popular magazines, publications in top security channels)
- typesetting e-mail pages
- working with mailing lists databases (collect and parsing)
- creating POS materials

## PROJECTS

### Test your security



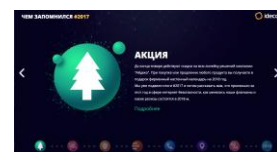
Marketing landing page for creating customer interest through potential threats

### Control the traffic



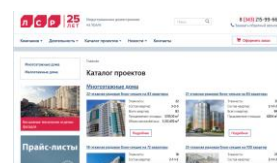
Product landing page, attracting over 1000 people per month.

### Happy New Year



Summary page for creating interest to new model

### Catalog of projects



Catalog of multi-panel house structures

- sales analytics
- making bases for cold call
- quarterly reports about efficiency of marketing activities

### **SEO Specialist - Advertising Agency 'Index Art'**

*January 2017 – October 2017*

- technical auditing (layout, structure, accessibility)
- designing and correcting a site structure
- writing technical specifications for revising and updating
- over 150 closing tasks monitoring
- creating semantics cores
- designing and implementation metadata
- content updating, rendering a page layout
- creating monthly reports for customers

### **Context Advertising and SEO Specialist -**

*December 2015 - September 2016*

#### *Advertising Agency 'MannyLetters'*

- creating and running campaigns in Yandex.Direct, Google Adwords, MyTarget
- coordination updates with clients
- writing specifications for programmers
- creating monthly reports for customers

### **Software Engineer - Special design bureau 'Peleng'**

*October 2013 - September 2014*

- writing technical specification for software
- studying functionality of software and detecting its flaws
- revising software in C++
- modular and integration testing

## **EDUCATION**

Beijing University of Aeronautics and Astronautics  
*Master of Computer Science*

*February 2015*

Ural Federal University  
*Master of Computer Science in Technology in Mathematical Software and Information Systems Administration*

*2015*

Ural Federal University  
*Higher Professional Education in Legal Regulation of Business*

*2013*

Ural Federal University  
*Bachelor of Computer Science in Technology in Design and Technology of Electronic Means*

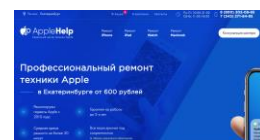
*2013*

## **Catalog structure**



Redesign catalog structure for encreasing the organic traffic by 40%

## **Domain relocation**



Domain relocation without of organic traffic losts

## **CERTIFICATIONS**

Courses and Certificates: Build Front-End Web Apps from Scratch course

Professional HTML & CSS, level 1

## **LANGUAGES**

Russian – native speaker  
English – A1