

Anna Rusyayeva

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SUMMARY

Five years of experience in commercial development for varying business areas provided me with the skill to understand client's goals and to create tasks to achieve it. Thanks to a solid set of marketing tools, I promote the relevant customers in the right direction according to the needed intention. Moreover, with the help of excellent building communications with current teams and contractors, I clearly plan tasks and hand over projects on time.

SKILLS

- **Agile** (SCRUM, Kanban, scrumban)
- **Managing projects** (Trello, Jira)
- **E-commerce** (Yandex Direct, Yandex Metrics, Google AdWords, Google Analytics)
- **Market research**
- **Marketing** (POSM, presentations, mailings)
- **Sales analytics**
- **User demand analysis**
- **Developing cases for new products/features** (IDEF, UML)
- **Design** (sketch, mockups, figma, adobe products)
- **Strong technical stack** (HTML, CSS, JS, ReactJS, Angular, git)

WORK EXPERIENCE

Freelancer	<i>September 2018</i>
<ul style="list-style-type: none">• Mobile app development• Websites development• Payment system development	
Senior Marketing Manager - 000 'Ideco'	<i>October 2017 – June 2018</i>
<ul style="list-style-type: none">• Project management (launch, maintaining and updating)• Development process management (technical specifications for designers and developers)• Organisation Agile workflow (Jira, Trello)• Planning budgets• Creating roadmaps• SMM• POSM• Sales analytics• Making bases for cold calling• Quarterly reports about efficiency of marketing activities	

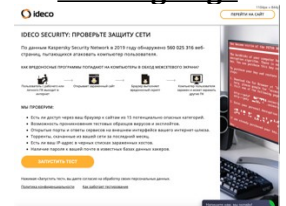
SEO Specialist - Advertising Agency 'Index Art'

January 2017 – October 2017

- Technical auditing (layout, structure, accessibility)
- Task management Technical auditing (developers, designers, writers)
- Creation and testing of hypotheses for increasing traffic (ui/ux, structure, HTML, core, content)

PROJECTS

Landing Page



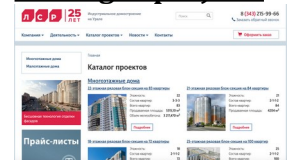
Development +
marketing strategy

Landing Page



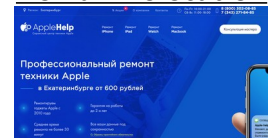
Development +
marketing strategy

Catalog of projects



Web catalog
development based on
printed one

Domain relocation



Domain relocation
without organic traffic
loses

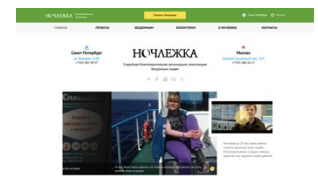
Website

- Attendance and behavior analytics
- Creating monthly reports for customers

Context Advertising and SEO Specialist -
Advertising Agency 'ManyLetters'

December 2015 - September 2016

- Creating and running campaigns in Yandex.Direct, Google AdWords, MyTarget
- Coordination updates with clients
- Writing specifications for programmers
- Creating monthly reports for customers



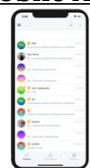
Design + development.

Emailing



Newsletter for the company.

Mobile App



App for iOS & Android

EDUCATION

Beijing University of Aeronautics and Astronautics
Master of Computer Science

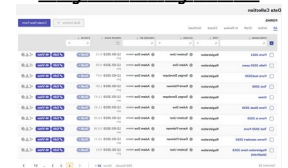
February 2015

Ural Federal University 2015
Master of Computer Science in Technology in Mathematical Software and Information Systems Administration

Ural Federal University 2013
Higher Professional Education in Legal Regulation of Business

Ural Federal University 2013
Bachelor of Computer Science in Technology in Design and Technology of Electronic Means

Payment system



App for schools

LANGUAGES

Russian – native speaker
English – B2