Anna Rusyayeva

Email: annarsve@gmail.com
Mobile: +7(922)159-60-30
Github: https://github.com/VanillaWulf
Linkedin: https://www.linkedin.com/in/anna-rusyaeva-6b1276148

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, moqups, figma, adobe products)
- **Strong technical stack** (HTML, CSS, JS, ReactJS, Angular, git)

WORK EXPERIENCE

Senior Marketing Manager - *OOO 'Ideco'*   *October 2017 – June 2018*
- 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
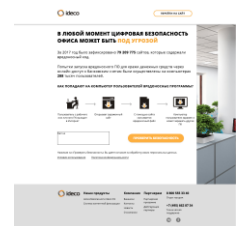- Quarterly reports about efficiency of marketing activities

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)
- Attendance and behavior analytics
- Creating monthly reports for customers
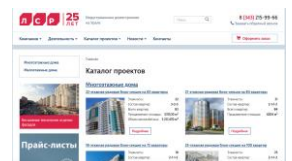
PROJECTS

Test your security

Marketing landing page for creating customer interest through potential threats
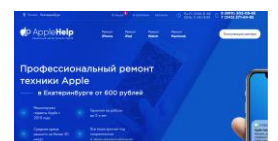
Control the traffic

Product landing page, attracting over 1000 people per month.

Catalog of projects

Catalog of multi-panel house structures

Domain relocation

Domain relocation without organic traffic loses

Context Advertising and SEO Specialist -   *December 2015 - September 2016*

Advertising Agency 'ManyLetters'

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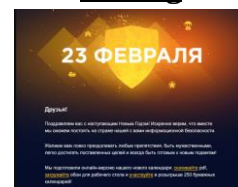- Creating monthly reports for customers

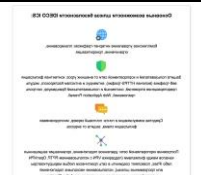**Software Engineer** -   *October 2013 - September 2014*

Special design bureau 'Peleng'

- Writing technical specification for software
- Detecting of software functionality flaws
- Revising software in C++
- Modular and integration testing

EDUCATION

Beijing University of Aeronautics and Astronautics   *February 2015*
Master of Computer Science

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

Mailing

Products mailing

Newsletter for the company.

Ice cream Store

CERTIFICATIONS

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

Professional HTML & CSS, level 1

LANGUAGES

Russian – native speaker
English – B2