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

## WORK EXPERIENCE

**Freelancer** *December 2018*

- Mobile app development
- Websites development
- Payment system development

**Front end developer** – *Bank Tochka* *July 2018 – July 2019*

- Local CRM system modules development
- Bank app modules developments
- Mobile app modules development
- Local ht portal modules development

**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

## PROJECTS

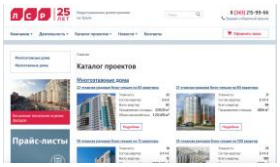
**Landing Page**

Development + marketing strategy

**Landing Page**

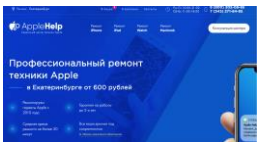
Development + marketing strategy

**Catalog of projects**



Web catalog development based on printed one

**Domain relocation**



Domain relocation without organic traffic loses

**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

**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*

**Website**

Design + development.

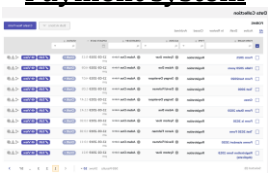
**Emailing**

Newsletter for the company.

**Mobile App**

App for iOS & Android

**Payment system**



App for shools

## LANGUAGES

Russian – native speaker
English – B2