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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** | | | |  | **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 * 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) * 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**-  *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 | | |  | **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 | *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* | | | |  | | --- | | **PROJECTS** | | [**Test your security**](https://test-security-2018.herokuapp.com/) | |  | | Marketing landing page for creating customer interest through potential threats | | [**Control the traffic**](https://hardware.ideco.ru/) | |  | | Product landing page, attracting over 1000 people per month. | | [**Catalog of projects**](http://lsrconstruction-ural.ru/projects) | |  | | Catalog of multi-panel house structures | | [**Catalog of houses**](http://vppstroy.ru/catalog/) | |  | | Redesign catalog structure for increasing the organic traffic by 40% | | [**Domain relocation**](http://apple-helping.ru/) | |  | | Domain relocation without organic traffic loses |  |  | | --- | | [**Mailing**](https://anna-rus-cv.herokuapp.com/mail-examples/congrats.jpg) |     [**Products mailing**](file:///Users/annarusyayeva/projects/html/cv/mail-examples/product.html)    Newsletter for the company.   |  | | --- | | **CERTIFICATIONS** | | [Courses and Certificates: Build Front-End Web Apps from Scratch course](https://www.credential.net/ob28b3ho) | | [Professional HTML & CSS, level 1](https://assets.htmlacademy.ru/certificates/intensive/67/473505.pdf) | | **LANGUAGES** | | Russian –  native speaker | | English – B2 | |