

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

Freelancer

September 2018

- Mobile app development
- Websites development
- Payment system development

Senior Marketing Manager - 000 '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)

PROJECTS

Landing Page



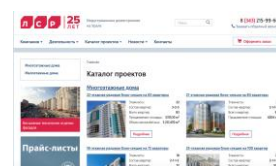
Development +
marketing strategy

Landing Page



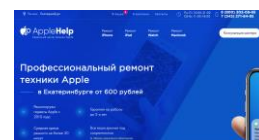
Development +
marketing strategy

Catalog of projects



Web catalog
development based on
printed one

Domain relocation



Domain relocation
without organic traffic
loses

- 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

Software Engineer - Special design bureau 'Peleng'

October 2013 - September 2014

- 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
Master of Computer Science

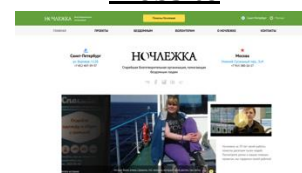
February 2015

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*

Website



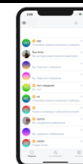
Design + development.

Emailing



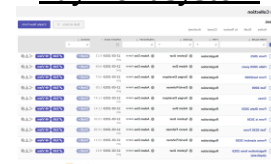
Newsletter for the
company.

Mobile App



App for iOS & Android

Payment system



App for shoos

LANGUAGES

Russian –
native speaker
English – B2