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| **Anna Rusyayeva**  **Email:** [annarsve@gmail.com](mailto: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 | | |  | **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 | *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://security.ideco.ru/) | |  | | 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 | | [**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**](https://anna-rus-cv.herokuapp.com/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 | |