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| **Anna Rusyaeva**  **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** |  | | 5 years of experience in commercial development for different business areas gave me skill of understanding clients goals and creating tasks to achieve it. Thanks to solid set of marketing tools, I promote the relevant customers in the right direction according needed intention. With help of excellent building communications with current teams and contractors, I clearly plan tasks and hand over projects on time. | |  |  |  | | --- | --- | | **SKILLS** |  | | * **Agile** (SRUM, Kanban, scrumban) * **Managing projects** (Trello, Jira) * **E-commerce** (Yandex Direct, Yandex Metrics, Google AdWords, Google Analytics) * **Research market** * **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 call * 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 ‘MannyLetters’* | *December 2015 - September 2016* | | * creating and running campaigns in Yandex.Direct, Google Adrwords, 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, attractiing over 1000 people per month. | | [**Happy New Year**](https://newyear.ideco.ru/) | |  | | Summary page for creating interest to new model | | [**Catalog of projects**](http://lsrconstruction-ural.ru/projects) | |  | | Catalog of multi-panel house structures | | **[Catalog structure](http://vppstroy.ru/catalog/)** | |  | | Redesign catalog structure for encresing the organic traffic  by 40% | | [**Domain relocation**](http://apple-helping.ru/) | |  | | Domain relocation without of organic traffic losts |  |  | | --- | | **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 – A1 | |