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

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
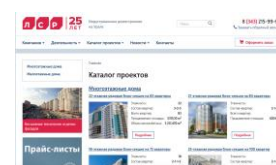
PROJECTS

Test your security

Marketing landing page for creating customer interest through potential threats

Control the traffic

Product landing page, attracting over 1000 people per month.

Catalog of projects

Catalog of multi-panel house structures

Catalog of houses

Redesign catalog structure for increasing the organic traffic by

- Sales analytics
- Making bases for cold calling
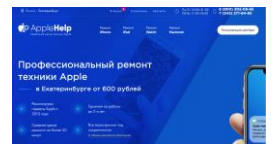- Quarterly reports about efficiency of marketing activities

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
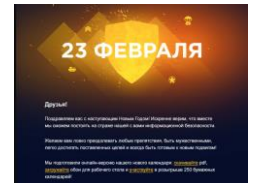- Creating monthly reports for customers

Context Advertising and SEO Specialist -   *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
- 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

40%

Domain relocation

Domain relocation without organic traffic loses

Mailing

Products mailing

Newsletter for the company.

CERTIFICATIONS

Courses and Certificates: Build Front-End Web Apps from Scratch course

Professional HTML & CSS, level 1

LANGUAGES

Russian – native speaker
English – B2