

ZAIRA BARAKAEVA

Saint John, Canada

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LinkedIn: [Zaira Barakaeva | LinkedIn](#) | GitHub: [ZairaBarry \(Zi\) \(github.com\)](#)

Portfolio: [ZairaBarry/ZI_Magic_Portfolio \(github.com\)](#)

SUMMARY

Full Stack Web Beginner Developer with a background in Data Analysis and life-long dedication to learning. Effective at combining creativity and problem solving to develop user-friendly applications. Known among staff for strong wit and attention to detail no matter the complexity of the project. Flexible, quick to pick up new skills and eager to learn from others.

TECHNICAL SKILLS

Technical Languages:

Front-End: HTML5, CSS3, SAAS, JQUERY, JAVASCRIPT, REACT, HANDLEBARS.

Back -End: NODE.JS, EXPRESS, REST, SEQUELIZE, MANGOOSE

Database: MYSQL, PostgreSQL, NOSQL, MONGODB,

PROJECTS

“Event Time” | [ZairaBarry/Event_Time \(github.com\)](#)

- Project ‘Event Time’ is a self-service ticketing service that allows anyone find, save and attend event happening in New Brunswick. The application includes various event categories ranging from Food, Food and Drink, Sport and Job Fairs.
- Tools used in the project: mysql2, express, sequelize, dotenv, bcrypt, connect-session, sequelize, express-handlebars, express-session, uuid.

“BoozFlix-FunApp” | [ZairaBarry/BoozFlix-FunApp: Project_1_BoozFlix \(github.com\)](#) • Project

‘BoozFlex’ is an interactive Front-End application that provides user with the opportunity to choose and prepare the drinks with the ingredients they have at home. It is also a movie recommendation engine.

- Tools used in the project: HTML, Bulma, Server-side API's, JQuery.

EXPERIENCE

Marketing Data Analyst, ‘Avenue’, Jan 2021-Feb 2022, Baku, Azerbaijan

- Generated daily, weekly, and monthly reports using Excel and PowerPoint to send out to the internal teams, which highlight sales, profit, monthly targets, and related data. • Used Excel to create and gather reports with heavy data to present to higher management

(Pivot tables, V-lookups, create reports using Access, and formulas to manipulate data).

- Conducted market research on products, markets, customers, prospective and suppliers as part of business reviews and analysis.
 - Translated the analyses into marketing digestible insights, presenting business opportunities for strategic action, while using analysis and data to support concept
- Key achievement- identified changes to assortment, distribution and marketing using financial analysis that enabled a fashion company to better target customers.

STORE SUPERVISOR, Azerbaijan International Airport, Duty Free, Apr 2015 - Aug 2018, Azerbaijan

- Planned and implemented sales strategies.
- Met planned sales goals.
- Resolved problem that arise, such as customer complaints and supply shortages.
- Supervised and directed a sales team and cashier.
- Key achievement- boosted company's sales by 30%

ADVERTISING AND MARKETING MANAGER, “Avenue Concept Store“, Baku Azerbaijan , May 2014 - Apr 2015

- Managed campaign development, creative designs and ad tracking.
- Provided information by collecting, analyzing, and summarizing data and trends.
- Negotiated advertising contracts.
- Managed 2 assistants and professionals focused on strategic promotions.
- Gathered and evaluated promotional data to improve future planning.
- Key achievement-increased the company press coverage and market recognition.

EDUCATION

Boot Camp Certificate: UNB, Saint John, Canada

A 24-week intensive program focused on gaining technical programming skills in HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, Node.js, MySQL, MongoDB, Express, Handelbars.js, and ReactJS.

Google Data Analytics Certificate, Coursera, April 2022

Learning Python for Data Analysis and Visualization, Udemy , June 2022 The Complete SQL Bootcamp 2022, Udemy, April 2022