Anastassia Medvedeva

FrontEnd Developer

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PROFESSIONAL SUMMARY

Frontend developer with over 6 years of experience building responsive, accessible, and conversion-optimized digital experiences. Proficient in HTML, CSS, JavaScript, and CRM platforms including Salesforce Marketing Cloud and WordPress. Adept at translating UX strategy into marketing outcomes and streamlining workflows through scalable code and documentation. Strong cross-functional collaborator with experience mentoring junior staff and working across creative, analytics, and strategy teams.

SKILLS

- **Languages:** HTML, CSS, JavaScript, jQuery, SQL, AMPscript, SSJS
- **Frameworks/Libraries:** React, TypeScript, Node.js, Handlebars.js, Tailwind CSS, Bootstrap
- **Platforms:** Salesforce Marketing Cloud, Pardot, WordPress, Google Analytics, Google Tag Manager
- **Tools:** Figma, Adobe XD, GitHub, Jira, Monday
- **Skills:** Web development, Debugging, Project management, Cross-functional collaboration, Data analysis

WORK EXPERIENCE

Havas   Sept. 2022 – Aug. 2025 | Remote

Frontend Email Developer
- Executed 380+ personalized email campaigns using AMPscript, HTML, and CSS in Salesforce.
- Developed automated lifecycle journeys in Journey Builder for Jornay, supporting engagement goals.
- Built creative tests for Liberty Mutual emails, increasing open rates by 5.8% and click-through rates by 0.04%.
- Contributed to technical planning, scoping, and documentation in cross-functional project delivery.

Dentsu (Formerly Merkle)   May 2021 – Sept. 2022 | Remote

Senior Developer, NonProfit Technology
- Built dynamic, personalized landing pages for multi-channel campaigns, utilizing AMPscript, SQL, SSJS, and JSON within Salesforce.
- Developed and presented technical documentation to clients for implementation and long-term maintenance.
- Built and maintained WordPress landing pages integrated with Salesforce, Flywheel, and Luminate Online.
- Created interactive web components, including quizzes and surveys, using JavaScript and AJAX.

Mission Wired (Formerly CCAH)   Jun. 2016 – May 2021 | Remote/Arlington, VA

Web Developer   *Jul. 2020 – May 2021*
- Implemented a scalable email template generator, improving deployment efficiency from 52 to 3 emails and cutting development time by 75%.
- Refactored legacy code using responsive HTML/CSS to improve performance across devices.

Junior Web Developer   *May 2019 – Jul. 2020*
- Reduced donation form load time by 80% through code refactoring.
- Improved mobile UX and boosted conversion rates by 10% during platform migration.

Account Representative, Digital (Junior + Senior)   *Jun. 2016 – May 2019*
- Led fundraising campaigns and coordinated QA, execution, and performance analysis, increasing revenue by 25% YoY.
- Developed QA processes used across account and development teams to ensure accuracy and consistency in digital campaigns for nonprofit clients.

EDUCATION

University of Vermont |*Bachelor of Science, Public Communication|May 2016*