

Yulia Batrakova

SOFTWARE ENGINEER

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PROFILE

I'm transitioning into software engineering, driven by a passion for solving complex problems through technology. My journey began when I helped a friend build a website for his children's robotics school. With limited resources, we did everything ourselves — from building core features to designing user flows and writing content. This hands-on experience sparked my interest in programming and showed me the joy of creating functional, user-friendly solutions.

With years of content creation, I bring strong attention to detail, striving for clean, efficient code. I excel in collaborative environments and use my communication skills to work effectively across teams.

SKILLS

JavaScript, React, Axios, React-router, Node.js, Express.js, MySQL, REST API, Knex.js, Passport.js (Google OAuth), OpenAI API, HTML, CSS, Sass.

Content Strategy Development, Copywriting, Audience Analysis, Prototyping.

PROJECTS

Software Engineer | [Mnema : Mnemonics-Based Language Learning App](#)

SEPT 2024, BRAINSTATION CAPSTONE

- Developed a full-stack web application using React, Node.js, and MySQL. Integrated Google OAuth with Passport.js and OpenAI API for dynamic content generation. Built a responsive UI and handled backend logic with Express, optimizing database operations with Knex.js. Deployed (Netlify & Heroku).

Software Engineer & Marketing Campaign Pitch Creator | [Daily Bites for The New York Times](#)

AUG 2024, BRAINSTATION HACKATHON (INDUSTRY PROJECT)

- Collaborated with UX designers and data scientists to create a feature for the mobile version of the site, aimed at increasing subscriber engagement through quick, interactive content. The project was praised for its strong branding alignment and significant potential to drive deeper user involvement.

EDUCATION

BrainStation | Diploma, Software Engineering

JAN 2024 - SEPT 2024, MONTREAL, CANADA

Novosibirsk State University | Bachelor's in Journalism, Modern Mass Media

SEPT 2007 - JUL 2012, NOVOSIBIRSK, RUSSIA

EXPERIENCE

Editor, Content Manager | Freelance

AUG 2019 - PRESENT, MONTREAL, CANADA

Leveraged expertise gained from working with clients such as Puma, Nikon, Megafon, DoubleB, Mosigra, and 1C to deliver high-quality content services.

- Managed content creation for over 30 projects, ensuring timely execution and alignment with client objectives.
- Developed long-term content strategies that boosted overall conversions by 15-20% across social media, email, and media publications for several clients.
- Worked closely with clients and their teams to fully understand the product, resulting in more tailored content that reflected their brand vision.

Editor, Content Manager | KRK Group

FEB 2018 - JAN 2019, MOSCOW, RUSSIA

Collaborated with agency clients to write articles for publication in major media outlets, including Forbes, RBC, The Village, and Business.ru.

- Wrote and published over 40 articles, increasing brand awareness by securing features in a variety of media platforms.
- Developed editorial policies that streamlined content production processes, improving consistency and reducing revision times.
- Worked with 10+ clients to create customized content that aligned with their unique brand voice and supported their marketing goals.