Evelina Ragusa

Junior Software Developer

After almost a decade in Online Marketing, I decided to have a deeper technical knowledge about Web Development and enrolled at Makers Academy. During the 16-weeks at the bootcamp, I became able of producing quality, test-driven code and interested in all aspects of software development. My past experience in Marketing has given me a deep understanding of online acquisition channels (Affiliate, SEO, Email, PPC), budgeting, forecasting, management skills as well as a divergent thinking and a meticulous approach to all of my current projects.

Contact

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GitHub
ihttps://github.com/evelinar26

Tech Stack

- JavaScript (React, Node.js, Express, MongoDB, jQuery, Jest)
- Ruby (Rails, Sinatra, RSpec)
- SQL (PostgreSQL, TablePlus)
- HTML, CSS (Bootstrap, Material-UI, Tailwind)
- Git, GitHub , Jira, Confluence
- UX: Figma, Exalidraw, Photoshop & Illustrator (basic knowledge)

Education

2013-2015
MSc Marketing
University of Economics and Political Science - Milan, Italy

2014-2015
Erasmus semester
Université Paris XII

2009-2012
BA International Studies
University of Catania, Italy

Experience

Jul 2022 - Oct 2022
Makers Academy | London
Software Development Student

- 16 week immersive software development course focusing on OOP, TDD, BDD, Agile, SOLID, and MVC principles.
- Languages: Ruby, JavaScript, HTML/CSS
- Frameworks/libraries: Sinatra, Rails, React, Express, Node.js, jQuery, Bootstrap, Tailwind
- APIs: RESTful, 3rd party APIs such as Google and TravelAdvisor
- Databases: PostgreSQL, MongoDB
- Testing suites: RSpec, Jasmine, Jest
- Version control: Git, GitHub

Jan 2022 - July 2022
ExpressVPN | London
Affiliate Marketing Manager

- Lead affiliate marketing strategy for incentives and loyalty publishers in UK and EU
- Provide insights on campaigns performances and deliver against business goals
- Analyze the website traffic using analytical tool such as Google Analytics
- Work closely with Data team to provide performances using Tableau and Excel
- Research competitors or new business opportunities by monitoring the affiliate landscape through keywords research, SEMrush and SimilarWeb
- Work closely with SEO and Product Team on suggesting new engaging SEO content/new product releases

Mar 2020 - Dec 2021
Rakuten Advertising | London
Affiliate Account Manager

- Managing a portfolio of 10 clients (retail, beauty, fashion, home and luxury)
- Develop, execute and track clients online advertising campaigns to ensure they are hitting key channel KPI's
- Develop relationships with the account portfolio through daily email/phone communication, ad hoc reports and quarterly strategy sessions
- Manage advertising budget to ensure the client is hitting optimal ROI/ROAS – and advise on where to best invest budget to maximise results
- Leverage current industry and market insights to help educate and advise clients on the next steps

Dec 2018 - Feb 2020
Lyst | London
Affiliate Coordinator

- Drive the growth of new international markets and making sure they will reach KPIs by fostering new affiliate relationships and optimising existing ones

- Report on email metrics and insights to the Marketing team and wider business
- Support technical integration of partners and troubleshoot tech/tracking issues
- Market research and data analysis to support the planning of new market launch and/or uncover missing opportunities (APAC)

Apr 2018 - Dec 2018
Triboo | London

Online Campaign Specialist (Email/Affiliates)

- Supporting senior account managers in the planning, execution and measurement of integrated communications campaigns, leveraging a full spectrum of digital tools – including social media, paid search, SEO, and more.
- Analysing campaign performance and report on email metrics and insights to the Marketing team and wider business
- Create, schedule and A/B test of all marketing and CRM emails, including newsletters, and client communications
- Work with clients to ensure that the delivering of projects was on time, on budget and against agreed KPIs
- Help build out creative ideas and communicate new concepts/campaigns to clients

Oct 2015 - Mar 2018
Groupon EMEA | Warsaw, Poland

Content Manager - Italy

- Creating and updating content for Groupon Travel, Goods and Local pages
- Apply on site SEO techniques to optimise content published
- Updating online assets and streamlining digital marketing production
- Working closely with social media team to increase online and social media exposure
- Monthly reporting on website performance and errors
- Analyse, monitor and act on customer engagement to improve customer experience and conversion rate (A/B test, CRO initiatives)
- Work closely with CRM team through data insights and dashboards
- Training and coaching new members of the team

Aug 2015 - Sep 2015
Accenture | Milan, Italy

Career Accelerator - UX/UI

- 5 weeks bootcamp focusing on digital innovation and UX/UI
- Wireframing, prototyping, user research, usability testing, and general design concepts
- Final group project for Barclays (mobile app)