



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, client management skills as well as a divergent thinking and a meticulous approach to all of my current projects.

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GitHub

<https://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, Postman, Jira, Confluence
- Sketch, Figma, Canvas, basic Adobe Creative suite

Education

2013-2015

MSc Marketing

University of Economics and Political Science - Milan, Italy

2009-2012

BA International Studies

University of Catania, Italy

Experience

Jul 2022 - Oct 2022

Makers Academy | London

Software Engineering Trainee

- 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
- Databases: PostgreSQL, MongoDB
- Testing suites: RSpec, Jasmine, Jest, Cypress
- Version control: Git, GitHub

Projects - Javascript & Ruby

<https://github.com/evelinar26>

Travel - Lite (Travel planner for emissions conscious users) - Final team Project

- User can: see journey options, chose an activity from the ones suggested, see carbon emission breakdown, send trip details via email (EmailJS)
- Tech stack: JS, React, Tailwind, Cypress, Google API, Travel advisor API

Acebook (Facebook Clone) - Team Project

- User can: create an account, update profile page, upload & change profile picture, create a post, delete post, add comments and likes
- Tech stack: Node.js, Express, Nodemon, Handlebars, MongoDB/Mongoose, ESLint, Jest & Cypress

MakersBNB (Airbnb clone)

- User can: create an account, log in, log out, list properties, update property availability, book one, confirm booking request, delete properties
- Tech stack: Ruby, Sinatra, Rspec, SQL, CSS, HTML

Bank test: A simple bank simulator app using OOP, TDD, JS & jest. User can make deposits, withdraws, print statements, see transactions details (with date)

Notes App: simple app to keep track of your notes using JS, jest, DOM API, JS fetch

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

Other courses & Certifications

- **React with Redux, React-Router, Hooks and Auth0 - Udemmy 2022**
- **Ruby on Rails - Codecademy 2022**
- **SheCodes - HTML, CSS, JS course 2022**
- **UI design - CareerFoundry - 2022**
- **Google Analytics - Google 2019**
- **Data Analysis Using Excel - RICE University 2019**
- **Google Ads Bootcamp - General Assembly 2019**
- **Microsoft Office Specialist (MOS) - 2018**
- **SEO specialist training course by MOZ, 2018**
- **SEO HubSpot Academy, 2018**

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 client's budget to ensure campaign's optimal results (ROI/ROAS)
- 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 CRO 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

Campaign Specialist (Email/Affiliates)

- Supporting senior account managers in the planning, execution and measurement of integrated campaigns, leveraging a full spectrum of digital tools
- Analysing campaign performance and report on affiliate metrics and insights to the Marketing team and wider business
- Create and schedule marketing newsletters
- Hands on HTML email campaign production
- Ensure all work being meets the highest standards, error free and delivered on time

Oct 2015 - Mar 2018

Groupon EMEA | Warsaw, Poland

Content Manager

- Creating and updating content for Groupon Travel, Goods and Local web 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 website 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