

# George Trendafilov

Web Developer with extensive experience in digital marketing and project management

Mission Viejo, CA  
phone: 949-903-2530  
email: [george.tr6@gmail.com](mailto:george.tr6@gmail.com)  
[GitHub](#) | [LinkedIn](#) | [Portfolio](#)

## APPLICATIONS DEVELOPED

### **List Rally**— A party planning assistant - team project

Live | GitHub

- A **React** based app where users can sign up to bring specific items to a party they were invited to.
- Utilized **Redux**, and **Axios** and lifecycle methods to connect to the server and update list entries real-time.

### **Memory Match**— Matching card game - individual project

Live | GitHub

- Used **JavaScript** and **jQuery** to manipulate data and dynamically render the game on the DOM.
- Created mobile responsive application using **HTML5** and **CSS3** and **Bootstrap**

### **Movie Buddy**— Movie finder application – Hackaton team project

Live | GitHub

- Collaborated with team of developers utilizing **Agile methodology** including **ideation**, **scrums** and **sprints**.
- Utilized **AJAX** calls to Google, Yelp and MovieDB **APIs** to retrieve information based on specific location

## PROFESSIONAL EXPERIENCE

### **Restoration Media**, Irvine, CA — *Email Strategist*

10/2017 – 4/2018

- Developed and executed large scale email marketing campaigns
- Created and optimized email lifecycle to increase customer retention
- Analyzed performance and developed benchmarks and reports

### **Guthy|Renker**, Los Angeles, CA — *Digital Strategist*

11/2015 – 10/2017

- Managed and evolved the company's Retention email program to help drive growth through best practices and innovation
- Worked with brand leaders to develop email marketing strategy, promote products from online catalog and oversee the operational aspects of email deployment: schedule, file management, list pulls, deliverability, opt-out, testing, contact strategy governance

### **Los Angeles Times**, Los Angeles, CA — *Digital Campaign Strategist*

07/2013 – 11/2015

- Developed and executed online acquisition campaigns using A/B testing and tracking specific KPIs
- Assisted in strategy recommendations by evaluating performance of marketing campaigns and built reports using various web analytics tools including Omniture and Google Analytics

### **Adknowledge**, Los Angeles, CA — *Analyst, Affiliate Marketing*

11/2010 – 06/2013

- Analyzed compliance data to identify risk trends and patterns
- Assisted in the account management process by updating publishers' accounts in Salesforce.com

## TECHNICAL SKILLS

### Strong

JavaScript(ES5/ES6), jQuery, OOP, React.js, Redux.js, HTML5, CSS3, Flexbox, Bootstrap, Materialize, AJAX, Axios, APIs, JSON, Agile Methodology

### Experienced

MySQL, PHP, Apache2, AWS, Firebase, Google Cloud Platform, SaaS, Node.js

### Tools

Git, GitHub, Chrome Dev Tools, VS Code, PhpStorm, Sublime, Postman, Slack, Meistertask, Trello, JIRA

## EDUCATION

### **LearningFuze**, Irvine, CA

Accelerated Web Development Program

### **Western International**

**University**, Phoenix, AZ

Masters of Business Administration

### **Plovdiv University**, Plovdiv,

Bulgaria

Bachelor of Science, International

Business