

# George Trendafilov

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

GitHub: <https://github.com/george-tr6>

LinkedIn: [linkedin.com/in/george-trendafilov](https://www.linkedin.com/in/george-trendafilov)

Portfolio: <http://www.georgetrendafilov.com/>

## APPLICATIONS DEVELOPED

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

[Live](#) | [GitHub](#)

- A **ReactJS** based app where users can sign up to bring specific items to a party
- Utilized **Redux**, **Axios** and lifecycle methods to connect to **MySQL** Database and update list entries real-time
- Used **HTML5**, **Sass** and **Flexbox** to make the app mobile responsive and **Google OAuth** for dynamic user authentication
- Back-End features a **MySQL** Database with Authentication and Error Report Handling

### **Memory Match**— Card matching game - individual project

[Live](#) | [GitHub](#)

- Disney-themed card matching game with 18 cards face down
- Used vanilla **JavaScript** to manipulate data and dynamically render the game on the **DOM**
- Applied **HTML5** to create basic skeleton and **CSS3** and **Flexbox** to make the application mobile responsive

### **Movie Meerkat**— Movie finder application – Hackathon team project

[Live](#) | [GitHub](#)

- Utilized **AJAX** calls to several **APIs** including The Movie Database, The New York Times, Google Maps and Yelp and received data in **JSON** format
- The site was built in 48 hours using **HTML5**, **CSS3**, **Bootstrap** and **jQuery**
- Collaborated with team of developers utilizing **Agile methodology** including **ideation**, **scrums** and **sprints**
- Used task tracking tool **Trello** and **Git/GitHub** for version control

## 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 and analyzed performance by developing benchmarks and reports

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

11/2015 – 10/2017

- Managed and evolved the company's Retention email program by creating emails and landing pages using HTML, CSS and **Adobe Photoshop**
- Worked with brand leaders to develop email marketing strategy and promote products from online catalog
- Oversaw the operational aspects of email deployment: schedule, file management, list pulls, deliverability, opt-out, testing, contact strategy
- Increased campaign performance by using **A/B testing** and KPI tracking

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

07/2013 – 11/2015

- Developed and executed online acquisition campaigns using multiple digital channels - SEO, Email, Display and **Google AdWords**
- Assisted in strategy recommendations by evaluating performance of campaigns and built reports using web analytics tools - **Omniure** and **Google Analytics**

## 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, Firebase, Google Cloud Platform, Sass, Node.js, Google AdWords, Google Analytics, Omniture, Salesforce, Google Docs, Microsoft Office Suite – Word, Excel, PowerPoint

### Tools

Version control (Git, GitHub), Debugging (Chrome Dev Tools, Postman), Apache2, AWS, IDEs (Visual Studio Code, PhpStorm, Sublime), Slack, Task tracking (Meistertask, Trello, JIRA), Email Clients (CheetahMail, SendGrid, Mailgun, Epsilon Harmony, BlueHornet, MailChimp, Amazon SES), Adobe Photoshop

## EDUCATION

**Western International University**, Phoenix, AZ  
Masters of Business Administration

**Plovdiv University**, Bulgaria  
Bachelor of Science, International Business

**LearningFuze**, Irvine, CA  
Accelerated Web Development Program