

# George Trendafilov

Web Developer

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[GitHub](#) | [LinkedIn](#) | [Portfolio](#)

## 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

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

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

- Used **JavaScript** and **jQuery** to manipulate data and dynamically render the game on the **DOM**
- Applied **HTML5** to create basic skeleton and **CSS3** and **Bootstrap** 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
- 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**

## 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 governance
- 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 marketing campaigns and built reports using web analytics tools including Omniture and Google Analytics

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

11/2010 – 06/2013

- Worked with internal sales, finance and IT teams, as well as external clients, to analyze, investigate and resolve technical multi-party disputes

## 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, Sass, Node.js

### Tools

Version control (Git, GitHub), Debugging (Chrome Dev Tools, Postman), IDEs (Visual Studio Code, PhpStorm, Sublime), Slack, Task tracking (Meistertask, Trello, JIRA)

## EDUCATION

### Western International University, Phoenix, AZ

Masters of Business Administration

### Plovdiv University, Plovdiv, Bulgaria

Bachelor of Science, International Business

### LearningFuze, Irvine, CA

Accelerated Web Development Program