

George Trendafilov

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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

Memory Match— Card matching game - individual project

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

- Card matching game built with 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**

PROFESSIONAL EXPERIENCE

Auction.com, Irvine, CA — *Web Developer*

01/2019 – current

- Coding emails and landing pages for acquisition and nurture campaigns
- Utilizing following web applications and programming languages: **HTML5**, **CSS3**, **JavaScript**, **jQuery**, **Bootstrap**, **Sass**, **Gulp**, **AJAX** and **API's**
- Updating and maintaining landing pages using Wordpress CMS
- Building campaigns using **AMPscript** and relational data extensions in **Salesforce Marketing Cloud**

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

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**
- 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