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| 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](https://github.com/george-tr6) | [LinkedIn](https://www.linkedin.com/in/george-trendafilov-57327514/) | [Portfolio](http://www.georgetrendafilov.com) |
| APPLICATIONS DEVELOPEDList Rally— A party planning assistant - team projectLive | GitHubA 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 projectLive | GitHubUsed 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 projectLive | GitHubCollaborated 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 EXPERIENCERestoration 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 Saleforce.com | TECHNICAL SKILLSStrong 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 Git, GitHub, Chrome Dev Tools, VS Code, PhpStorm, Sublime, Postman, Slack, Meistertask, Trello, JIRA EDUCATIONLearningFuze, Irvine, CAAccelerated Web Development ProgramWestern International University, Phoenix, AZ Masters of Business Administration Plovdiv University, Plovdiv, Bulgaria Bachelor of Science, International Business |