

ANASTASIIA MARKOVA

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GitHub: github.com/mriya20 | **Portfolio:** mriya20.github.io/my-portfolioA

SUMMARY

- Highly experienced and results-driven Website & Digital Marketing Director with over 5 years of B2B website management experience. Possess extensive knowledge of SEO best practices, UI/UX design, CRO, Google Analytics, and HubSpot CMS. Proven track record of increasing website traffic and conversions through effective digital marketing strategies. Proficient in managing website operations, troubleshooting technical issues, and leading website design and architecture overhaul.
- Logical and results-driven Full-Stack Developer with background in Digital Marketing & Sales and life-long dedication to learning. Dedicated to building and optimizing user-focused websites and applications. Judicious and creative when crafting effective websites, apps, and platforms to competitive advantage and revenue growth. Technically proficient and analytical problem solver.
- Languages: Native Fluency in English, Ukrainian, and Russian.
- Citizenship: U.S.

TECHNICAL SKILLS

Technical Languages: JavaScript, HTML, CSS,
Frameworks/Libraries: Node.js, Express.js, React.js, Bootstrap, jQuery
Data/Tools: MySQL, NoSQL, Firebase, Heroku, API

PROJECTS

PawPals | <https://github.com/thebobfather2/pawpals> | <https://pawpals.herokuapp.com/> | An application that helps to adopt a pet. Built using Express, Sequelize and Handlebars. Organized the roles for our project, came up with ideas for the project and created a logo. Was responsible for the backend development of MVC paradigm. Worked on the backend of login, signup and debugging.

Runbuddy | <https://github.com/mriya20/run-buddy> | <https://mriya20.github.io/run-buddy/> | A website that offers training services. Built with HTML, CSS. Researched and created the website from scratch.

CarrotCalendar | <https://github.com/thebobfather2/carrotcalendar> | <https://thebobfather2.github.io/carrotcalendar/>

The calendar is a perfect tool for connecting community members from around the world, no matter where they're located by switching your timezone. Organized the roles for the project in Trello, created responsive buttons and forms for the calendar. Worked on implementing the API's based on your location. Built with HTML, CSS & Javascript.

EXPERIENCE

Digital Marketing & Sales/Self-employed/Director Digital Noshi

2017–current
DMV area

- Worked with over 120 partners to facilitate their marketing and operational initiatives.
- Directly worked with companies like UberEats, DoorDash GrubHub. Became Delivery logistics expert
- Exposed more partners in the market, such as Toast, ChowNow, Speedline, Revention, and many more.
- Directed and coordinated marketing activities and policies to promote products and services.
- Analyzed business developments and monitored market trends for businesses throughout the DMV area.
- Created Virtual/Ghost Kitchens for restaurants in New York, Miami, and Washington D.C. and generated revenue of over \$5 Million with over 55 active locations.
- Assisted in the development of marketing and driver-tracking software for restaurants. The company signed over 300 restaurants and actively works with many small businesses. Created partnerships with DoorDash and integrated software with DoorDash to connect their drivers directly onto the platform to fulfill deliveries.
- Managed end-to-end HubSpot implementations and upgrades, driving process optimization and automation efforts to enhance business efficiency and deliver results aligned with company goals.

Key Accomplishments:

- Created Virtual/Ghost Kitchens for restaurants in New York, Miami, and Washington D.C. and generated revenue of over \$5 Million with over 55 active locations.
- Many businesses won awards from cities like Arlington and D.C. for best restaurants 3 years in a row.
- Assisted local Businesses with total revenue exceeding over 120 Million per year. Loyal clients for over 10 years running and 6 years as a women-owned business.
- Played a pivotal role in the company's growth, achieving sales of over \$3 million and generating over \$50 million in sales for the company's partners.
- Developed responsive landing pages in HubSpot or Ceros for marketing campaigns, asset downloads (white papers, research documents, etc.), and events.
- Developed automated reports and marketing schedules tailored to customer behavior, resulting in increased sales and brand awareness.
- Created a website roadmap for short, medium, and long-term strategies to drive organic traffic and engagement.
- Experience implementing and maintaining chatbots
- Ensured the website followed SEO best practices and made suggestions for improvement. Led website design and architecture overhaul, ensuring a smooth SEO and UX transition.

Operations Manager
American Wireless, LLC

2012–2016
Vienna, VA

Took service order requests from customers for new business operations, billing, disconnects, move from/move to, service, and product changes. Worked directly with CEO and COO and handled day-to-day operations. American Wireless generated over 50 million in revenue per year.

- Worked with over 20 employees daily and managed development teams in Ukraine.
- Assisted with billing & payment extension/service requests.
- Located appropriate resources for problem resolution and designed best-option solutions.
- Cultivated strong business relationships with customers to drive business development.
- Created and maintained customer records.

Top Sales Associate
Coach, Tapestry. Inc

2014-2016
Georgetown, DC

Consistently the highest-performing sales associate for 2 years at a high-end retail store in Georgetown, Washington D.C.

Beat my Quota each month and was the highest-selling sales consultant every month for 2 years. Customer- and service-oriented, proficient in learning product lines quickly, connecting with customers and maintaining high sales performance. Visual merchandising, buying recommendations, training, and mentoring.

Dynamic sales leader with strong communication skills, collaborative team player, resourceful and proactive.

Office Manager
Infiniti Lending Group

2012-2013
Falls Church, VA

Interacted with clients and provided information about the required documentation and procedures for registering vehicles.

Reviewed documents from clients ensuring compliance with set standards and regulations.

Processed documents in a systematic manner and kept track of the change requests.

Verified completed work for errors and ensured our work was completed and processed in a timely manner.

Routed documents to the appropriate party for evaluation, trained and supervised new hires.

EDUCATION

Boot Camp Certificate: Georgia Institute of Technology, Atlanta, GA (Full-Stack Web Development Bootcamp)

A 24-week intensive program focused on gaining technical programming skills in HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, Node.js, MySQL/NoSQL, Express.js, PostmanAPI, MVC, ORM and React.

Google Analytics Certified

Degree or Certification: Pylyp Orlyk International Classical University Ukraine (B.A) 2011