

# Sofya Nagaslaeva

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**Objective:** To obtain a full-time Front-End Web Developer position.

## PROFESSIONAL EXPERIENCE

**Gap.com – San Francisco, CA**

November 2014 – Present

*Web Content Developer*

- Build and update responsive site content using HTML, HTML5, CSS, CSS3, jQuery and JavaScript.
- Create HTML 5/CSS/JavaScript templates for online marketing initiatives.
- Troubleshoot coding issues and bugs.

**Metrodigi – Larkspur, CA**

May 2014 – November 2014

*Jr. JavaScript Engineer*

- Built interactive widgets for tablets and e-books using JavaScript, Mootools, jQuery, Angular.js, HTML5 and CSS3.

**General Assembly – San Francisco, CA**

January 2014 – March 2014

*Web Developer in Training, portfolio: <http://nsof.co>*

**Walmart.com – San Bruno, CA**

October 2012 – January 2014

*Site Merchandising Operations Specialist, Site Merchandising Operations*

- Led the team on optimizing and evolving page performance reports based on Omniture data. Created clickthrough maps.
- Pulled and customized Omniture reports for top KPI's. Analyzed data from reports to make actionable steps to increase engagement and conversion.
- Updated site content, wrote HTML, built search vanity links and created RSS feeds.

**Limos.com – San Francisco, CA**

July 2012 – September 2012

*SEO Copywriter (contractor)*

- Wrote concise and engaging website copy to increase conversion.
- Employed SEO strategy to offer descriptions in compliance with the latest Google Panda and Penguin updates.

**Scrip Companies – Bolingbrook, IL**

March 2011 – September 2011

*Assistant Product Manager*

- Responsible for 200 wholesale accounts which generated over \$100 million in revenue.
- Placed products online, performed website cleanup, content management, internal link-building and worked cross-functionally to ensure consistent site standards.

**Sears Holding – Hoffman , IL**

August 2009 – June 2010

*Web Merchandiser*

- Managed online merchandising for the Men's apparel department, ensured all stock items were merchandised online.
- Developed methodology for naming products using SEO techniques, which translated into increased sales.

**Optics Planet, Inc. – Northbrook, IL**

January 2008 – January 2009

*Account Manager, Marketing Specialist*

- Managed vendor co-marketing administration: 5 accounts with \$6+ million in total sales for 2008.
- Performed strategic purchasing, forecasting, took advantage of special deals by analyzing sales, margin/markup and other reports.
- Utilized SEO and Web Analytics tools and techniques to enhance sites' optimization and increase conversion.

## EDUCATION

**General Assemb.ly, Web Development Immersive Program**

2014 San Francisco, CA

**Novosibirsk State University,**

2002-2007 Novosibirsk, Russia

Master of Linguistics and Intercultural Communication