

## **Sofya Nagaslaeva**

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Meticulous Front-End Developer with 8 years of experience building responsive web content in e-Commerce industry. Skilled in responsive design and development, A/B testing, personalization, page load optimization. Have knowledge of the best SEO practices, as well as Accessibility.

### **SPECIAL QUALIFICATIONS:**

**Languages, Technologies/Libraries:** JavaScript, HTML5, CSS3, jQuery, ReactJS, BackboneJS

**Tools:** Git, Bitbucket, Optimizely, Tealium

### **PROFESSIONAL EXPERIENCE**

**Wine.com – San Francisco, CA 2021 – Present**

***Software Engineer***

- Profile Client performance and determine incremental ways to improve page load times.
- Lead engineering design for complicated feature requests.
- Identify and perform optimizations to reduce DOM and CSS bloat.
- Perform Personalization and AB tests (Optimizely).
- Create pixel tags for tracking performance in Tealium for vendor partners.

**Gap.com – San Francisco, CA 2014 – 2021**

***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.
- Perform Personalization and AB tests (Optimizely).
- Communicate with multiple teams and business partners on a daily basis, facilitate standups.
- Optimize site content to reduce page loading speed and to follow Accessibility standards.

**Metrodigi – Larkspur, CA 2014 – 2014**

***JavaScript Engineer***

- Built interactive widgets for tablets and ebooks using JavaScript, Mootools, jQuery, HTML5 and CSS3.
- Designed prototypes for widgets.
- Worked on a special project using AngularJS.
- Researched possible solutions and developed concepts to meet the expectations of our clients.

**Walmart.com – San Bruno, CA 2012 – 2014**    ***Site Merchandising Operations Specialist/ Jr. Web Developer***

- 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 2012 – 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 2011 – 2012**

***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 2009 – 2011**

***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 2008 – 2009**

***Account Manager, Marketing Specialist***

- Managed vendor comarketing 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