

Sofya Nagaslaeva

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Objective: Seeking Front-End Web Developer position at an innovative company that allows for implementation of responsive design, building web pages and JavaScript functionality.

SPECIAL QUALIFICATIONS:

Languages: JavaScript, Ruby on Rails

Technologies/Libraries: HTML5, CSS3, jQuery, AngularJS, ReactJS (basic)

Tools: Git, Bitbucket, Sublime, Dreamweaver, Optimizely

Operating Systems: iOS, Android, Windows 8, Windows 7, Windows Vista, Windows 2003, Windows 2000, Windows XP

PROFESSIONAL EXPERIENCE

Gap.com – San Francisco, CA

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.
- Perform Personalization and AB tests (Optimizely).
- Communicate with multiple teams and business partners on a daily basis.
- 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 – 2014

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