Sofya Nagaslaeva

sofyanagaslaeva@gmail.com, San Francisco Bay Area, https://github.com/pazzissima, http://nsof.co 630-659-5847

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

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.

● Build site content for IOS, Android and Desktop.

● 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   May 2014 – November 2014
Jr. JavaScript Engineer

● Built interactive widgets for tablets and ebooks 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

● 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 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