

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
Russia

2002-2007 Novosibirsk,

Master of Linguistics and Intercultural Communication