

# Sofya Nagaslaeva

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**Objective:** To obtain a web analyst position in an innovative company that offers opportunities for professional growth.

## SKILLS

- Ruby, Ruby on Rails, Backbone.js, HTML, CSS, JavaScript, jQuery, AJAX;
- Web Merchandising, SEO, Web Analytics, Google AdWords, Omniture, pricing, forecasting, strategic / tactical purchasing, sales analysis, A/B testing, market research, CMS, JIRA;
- Foreign languages: Russian, Turkish, French, Italian

## PROFESSIONAL EXPERIENCE

### General Assembly – San Francisco, CA

January 2014 – March 2014

#### *Web Developer in Training*

- [Tarot Cards](http://serene-peak-4670.herokuapp.com/): <http://serene-peak-4670.herokuapp.com/>
- [Audiofile](http://audiofile.herokuapp.com/): <http://audiofile.herokuapp.com/>
- Project #3:

### 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 internal search keywords, revenue participation, orders participation, instances, conversion and clickthrough rate. 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