

Sofya Nagaslaeva

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Objective: To obtain a front-end web developer position in an innovative company that offers an opportunity for growth.

SKILLS

- JavaScript, jQuery, Mootools, CoffeeScript, Ruby, Ruby on Rails, Angular.js, HTML, HTML5, CSS3
- 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

Gap.com – San Francisco, CA
Web Content Developer (contract)

November 2014 – Present

- Build and update desktop and mobile site content using HTML, HTML5, CSS, CSS3, jQuery and JavaScript.

Metrodigi – Larkspur, CA
Jr. JavaScript Engineer

May 2014 – November 2014

- Build interactive widgets for tablets and e-books using JavaScript, Mootools, jQuery, Angular.js, HTML5 and CSS3.

General Assembly – San Francisco, CA
Web Developer in Training, portfolio: <http://nsof.co>

January 2014 – March 2014

Walmart.com – San Bruno, CA
Site Merchandising Operations Specialist, Site Merchandising Operations

October 2012 – January 2014

- 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
SEO Copywriter (contractor)

July 2012 – September 2012

- 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
Assistant Product Manager

March 2011 – September 2011

- 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
Web Merchandiser

August 2009 – June 2010

- 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
Account Manager, Marketing Specialist

January 2008 – January 2009

- 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,
Master of Linguistics and Intercultural Communication

2002-2007 Novosibirsk, Russia