

Ana Chernov

Full Stack Web Developer

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 purpetrator.github.io/portfolio/

Highly driven individual seeking an opportunity for growth and knowledge in the front-end development industry. Acknowledged for my expertise in creating highly accessible, responsive and beautiful web applications with modern technologies.

Technical Skills

- Languages: JavaScript, CSS, HTML, MySQL
- Libraries: JQuery, Bootstrap, Handlebars.js
- Design: WordPress, Unbounce, Adobe Photoshop & Illustrator
- Other Technologies: Git, Express, Node JS, MongoDB, JSON, REST APIs, AJAX, Sequelize

Education

- 2019 - 2020

University of Pennsylvania
Penn LPS Coding Bootcamp | Full Stack Web Development
- 2014

Temple University, Fox School of Business
Bachelor of Business Administration, Marketing, *cum laude*

Projects

- Doctor Portal** | <https://doc-portal.herokuapp.com/>
A doctor-facing full stack application that allows users in a family practice setting to manage their patients.
JavaScript, MySQL, Node JS, Express, REST APIs
- Ski Resort Weather** | <https://github.com/purpetrator/Ski-Resort-App>
An interactive app built with JavaScript and that allows users to browse ski resorts by location and view current weather conditions.
 - JavaScript, JQuery, Bootstrap, CSS3, and HTML5

Experience

- 2019 - present

Digital Marketing Specialist
Nexvel Solutions
PPC/SEM
 - Operate as an account manager across client PPC and Paid Media accounts, overseeing daily optimization, budget management, and monthly reports.
 - Develop Paid Ads strategies that focus on solving client's business challenges across a mix of digital channels.
 - Track & analyze campaign conversion & attribution; continuous evaluation of keyword research, with A/B testing & call tracking management.
 - Stay on top of industry trends and design, execute & analyze campaign experiments.**SEO**
 - Ensure content is aligned with most current SEO best practices and established search strategy.
 - Perform keyword and analytics research to optimize/update existing content.
- 2015 - 2016

Social Media Manager
Petrucce et al.
 - Achieved a strong, visible social media presence on Facebook, Instagram, and Twitter. Continuously monitored and analyzed brand awareness, experiences, and perceptions to online public relations and guest interactions.
 - Created, managed, and analyzed social media marketing campaigns to determine reach, impressions, and engagement with variety of tactics across all channels.
- 2014 - 2015

Digital Marketing Coordinator
VacationCRM
 - Wrote copy for diverse uses - online, email, print and sales materials - working toward brand quality and consistency.
 - Worked directly with clients to diagnose and resolve a wide range of software questions and issues.

Certificates

- Jul 2019
- Google Ads** (Adwords) Certification