

Ana Chernov

Front End Web Developer

 Philadelphia, PA

 anastasia.chernov@gmail.com

 (484) 686-4478

 <https://github.com/purpetrator>

 [linkedin.com/in/ana-chernov/](https://www.linkedin.com/in/ana-chernov/)

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
- Libraries:** JQuery, Bootstrap, Moment.js
- Design:** WordPress, Unbounce, Adobe Photoshop & Illustrator

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

- 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
- Crystal Collector** | <https://github.com/purpetrator/Crystal-Collector>
A game built with JavaScript where the player must guess randomly assigned values to add up to a goal number.

 - 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
Petruce 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
- Nov 2018

Google Digital Garage, The Fundamentals of Digital Marketing