

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 web development industry. Acknowledged for my expertise in creating highly accessible, responsive and beautiful web applications with modern technologies.



Technical Skills

- Languages: JavaScript, XML, CSS, HTML, SQL
- Libraries: React, JQuery, Bootstrap, Handlebars.js
- Design: WordPress, Unbounce, Adobe Photoshop & Illustrator
- Other Technologies: Git, Express, Node JS, MongoDB, Mongoose, 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

- Parky** | <https://parky-app.herokuapp.com/>
A booking app built with the MERN stack allowing users to rent, compare, book, and list parking spaces.
React, MongoDB, Express, Node.JS, JavaScript, MySQL

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
 - Serve as account manager for PPC and Paid Media accounts. Oversee 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.
 - Analyze campaign data to optimize conversion and attribution. By continually evaluating keywords, A/B testing, and call tracking I was able to grow conversions by 130%.
 - Stay on top of industry trends and design, execute & analyze campaign experiments.**SEO**
 - Ensure content is aligned with current SEO best practices and established search strategies.
 - 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 (Facebook, Instagram, and Twitter) by continuously monitoring and analyzing the company's brand.
 - 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
 - Composed, revised, and proofread materials for online, email, and print marketing materials.
 - Worked with clients to diagnose and resolve a wide range of software questions and issues.



Certificates

- Jul 2019

Google Ads (Adwords) Certification