

Tatiana Filippova

Enthusiastic, detail-oriented, responsible, and self-driven specialist with a passion for creating beautiful user-friendly websites is seeking a Front-end Developer/Web Designer entry position

Experience

Apr. 2016 – Dec. 2018

Web Design/Marketing Specialist at *Racing RVS, Ohio, USA / www.racingrvs.com*

- Created mockup for the company's new website, administrated, optimized and updated it on a regular basis
- Administrated Racing RVS' accounts on different dealers websites and on Facebook
- Compiled marketing statistics and reports including website traffic and social media engagement using Google Analytics
- Developed the company's brand style guide
- Designed print based marketing collateral including flyers, brochures, and postcards
- Created logos for company's partners

Oct. 2010 – Jul. 2015

Marketing Manager at *Softline International LLC, Kyrgyzstan / www.softlinegroup.com*

- Set marketing strategy for the local office of an international company, including creation and implementation of the marketing plan, vendor management and campaign management
- Drove digital outreach, including website optimization, content management, Google Ads (Google AdWords), and SMM
- Organized company events, including trainings for personnel and clients, technical seminars, promotion seminars, multivendor events, and leads collection
- Launched and managed Internet software store (www.allsoft.kg), including inventory management, order processing, and Q&A
- Developed graphic design and documents for all marketing activities according to company brand style guide

Oct. 2003 – Mar. 2010

Marketing and Advertising Manager at *Central Asia KIA Motors Sales Corporation, Kyrgyzstan*

- Set marketing policy including creation of the marketing plan for the company's divisions
- Managed marketing communications including design of POS materials, media planning, creation of advertising campaigns for the Trade center and Amusement Park
- Analyzed work of the company's divisions; conducted marketing research on competitive products and services
- Proposed new products and services for the company supported by surveys to assess potential demand, cost&benefit analysis and development plans
- Designed product catalogs and advertising modules

Dec. 2001 – Aug. 2003

Marketing Specialist For International Economic Activity at *Bishkek Chamber for Promotion of Trade, Kyrgyzstan*

- Conducted research and trade reviews, including questionnaire design, information collection, and data analysis
- Responsible for work with International Trade Center (Switzerland) on WTO issues

Courses

May 2020	Introduction to Vue.js, Codecademy
Feb. 2020	Building Interactive JavaScript Websites, Codecademy
Nov. 2019	Introduction to jQuery, Codecademy, W3Schools
Oct. 2019	Bootstrap, Codecademy, W3Schools
Sep. 2019	Responsive Design and Accessibility, Codecademy
Dec. 2018	Build Websites from Scratch, Intensive course, Codecademy
Aug. 2018	Google Ads Fundamentals, Google Academy for Ads
July 2018	HTML & CSS, W3Schools
Mar. 2017	Google Analytics for Beginners, Google Analytics Academy
Oct. 2016	Introduction to Imagemaking, Coursera
Sep. 2016	Introduction to Typography, Coursera
Aug. 2016	Fundamentals of Graphic Design, Coursera

Education

Sep. 1998 – Jun. 2003 Kyrgyz-Russian Slavic University, Kyrgyzstan
B.A. and Specialist in International Economics, Summa Cum Laude

Contact Info

Address

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Phone

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E-mail

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Web

tphilippova.github.io

Skills

Technical skills

HTML

CSS

JavaScript

Bootstrap

jQuery

Git

Programs

Microsoft Office

Microsoft CRM

Microsoft Lync

Corel Draw

Adobe Photoshop CS

Adobe Illustrator

Adobe InDesign

Languages

English – intermediate

Russian – native

Green Card Holder