Sofya Nagaslaeva

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Objective: Seeking Front-End Web Developer position at an innovative company that allows for implementation of responsive design, building web pages and JavaScript functionality.

SPECIAL QUALIFICATIONS:

Languages: JavaScript, Ruby on Rails

Technologies/Libraries: HTML5, CSS3, jQuery, AngularJS, ReactJS (basic)

Tools: Git, Bitbucket, Sublime, Dreamweaver, Optimizely

Operating Systems: iOS, Android, Windows 8, Windows 7, Windows Vista, Windows 2003, Windows 2000, Windows XP

PROFESSIONAL EXPERIENCE

Gap.com – San Francisco, CA   2014 – Present

Web Content Developer

➤ Build and update <u>responsive</u> site content using HTML, HTML5, CSS, CSS3, jQuery and JavaScript.
➤ Create HTML 5/CSS/JavaScript templates for online marketing initiatives.
➤ Perform Personalization and AB tests (Optimizely).
➤ Communicate with multiple teams and business partners on a daily basis.
➤ Optimize site content to reduce page loading speed and to follow Accessibility standards.

Metrodigi – Larkspur, CA   2014 – 2014

JavaScript Engineer

➤ Built interactive widgets for tablets and ebooks using JavaScript, Mootools, jQuery, HTML5 and CSS3.
➤ Designed prototypes for widgets.
➤ Worked on a special project using AngularJS.
➤ Researched possible solutions and developed concepts to meet the expectations of our clients.

Walmart.com – San Bruno, CA   2012 – 2014

Site Merchandising Operations Specialist/ Jr. Web Developer

➤ Led the team on optimizing and evolving page performance reports based on Omniture data. Created clickthrough maps.
➤ Pulled and customized Omniture reports for top KPI's. 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   2012 – 2014

SEO Copywriter (contractor)

➢ 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   2011 – 2012

Assistant Product Manager

➢ 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   2009 – 2011

Web Merchandiser

➢ 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   2008 – 2009

Account Manager, Marketing Specialist

➢ Managed vendor comarketing 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   2002-2007 Novosibirsk, Russia

Master of Linguistics and Intercultural Communication