

Anna Iofin

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summary

Front-end web designer with marketing and sales backgrounds looking for a role where ai can use my skills be a member of the team that drives organizational growth

skills

Front-end web design and development with: HTML, CSS, Bootstrap, WP
Practical knowledge of WordPress and Joomla CMS systems and wireframes
Use of UI/UX techniques and best practices and an eye for aesthetics
Organized, detail-oriented, team player and burden carrier

experience

* To explain my employment gap: for the last couple of years I have been freelancing as a front-end designer/developer while taking care of the elderly family member

Advanced Vision Care, New York, NY

02/14 – 04/15

Marketing Advisor/Office Administrator

Management of daily practices in Optometry office:

- Amplified patients' loyalty and practice awareness by substantially improving customer service using customer-driven strategies
- Developed initiatives and implemented marketing campaigns to increase ROI and widen patient/customer base
- Established and maintained social media accounts digital strategies

Z Dental PC, Brooklyn, NY

04/13 – 10/14

Billing Manager/Administrative Assistant

Dental billing supervision, quality assurance, point of contact for all patient queries:

- Oversaw all administrative/office duties and patients visits
- Improved insurance claim responsiveness and reimbursements to up to 95%
- Supervised trainees to increase customer service standards and overall performance

Studio One Networks, New York, NY

06/10 – 03/13

Partner Development Coordinator/Sales

Content syndication across digital verticals and partner/client outreach:

- Developed partnerships with writers, bloggers for content distribution
- Analyzed sales and marketing strategies for future planning and optimization
- Boosted organic and referral traffics using detailed analysis and adaptive strategies
- Increased acquisition and conversion numbers by 20% through thorough planning and execution

education

Noble Desktop, New York, NY
Web-Design Certificate Program

June 2015

London Metropolitan University, London, UK
BA in Business & Marketing

June 2009

web projects:

[Fabulous Touch Spa](#): Built and maintained via Word Press, the website showcases a wide range of services offered by a beauty spa. By altering its initial template and employing UX quantitative methods I was able to simplify the initial template's navigation and make pages look more attractive to its visitors (2016 – ongoing)

[The City Tutors](#): A program that provides support to students and tutors in their academic performance and future career development at Colin Powell School for Civic and Global Leadership. My role was a creation of a front pages and user interface for its internal collaborators to utilize time and technology for optimized communication (2017)

[Russian Talant Studio](#): The art studio for Russian speaking children where parents can obtain all the necessary information about classes schedule, updates, services and entertainment news. The main goal to optimize the user interface was achieved by enhancing its structural elements and adding the responsive/adaptive layouts (2016)