Logical and results-driven Web Developer dedicated to building and optimizing user-focused websites for customers with various business objectives. Judicious and creative when crafting effective websites to propel competitive advantage and revenue growth.

Technically proficient and analytical problem solver with passion for creating attractive and interactive websites meeting customer needs and exceeding expectations.

Self-motivated and detail-oriented Online Marketer with strong organizational skills. Knowledgeable about affiliate support, SEO , SEM, SMM and email marketing techniques.

Diligent, responsible, loyal, attentive to details, good communication skills, open for long-term collaboration, willing to admit mistakes and work on solutions.

Alla Zhu

Web Developer

Contact

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Website

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Skills

Web development projects

Work History

Web Developer, Internet Marketer

December 2016 – Current

MGC, Monitor-Box
Dordrecht, Netherlands; Guangzhou, China; (On remote)

- Provided front-end website development using WordPress, WPML, and other editing software.
- Created and managed landing pages.
- Developed user-friendly web forms with validation and error handling.
- Reviewed code to validate structures, assess security and verify browser, device compatibility.
- Oversaw technical issues and troubleshooting requests to resolve user problems.
- Optimized website for speed, scalability, and security.
- Multi-tasked across multiple functions and roles to streamline business operations.
- Adhered to SEO best practices while designing site.
- Crafted SEO strategy and intuitive interface for site to achieve prominent rankings.
- Crafted SEO strategy and intuitive interface for site to achieve prominent rankings.
- Developed user-oriented visuals and features using front-end languages to increase site traffic.
- Developed and implemented techniques for increasing page visits and likes.
- Collected and analyzed data from variety of sources to create detailed market research reports for top-level decision makers.
- Analyzed data to uncover insights and identify key opportunities to inform strategic decisions.

Skills	Experience
Content Marketing	• Maximized advertising efforts by developing content for media relations and social media posts.
Website optimization	• Identified appropriate marketing channels and target customers for campaigns.
Maintenance and Repair	• Tracked key metrics and developed spreadsheets and data models.
PHP	• Assembled reports and presentations to share insights and recommendations.
HTML	• Generated reports to support development and implementation of marketing plans.
CSS	
JavaScript	
Responsive design	
CMS management	
Social media management	## Web Developer, Internet Marketer
Search Engine Optimization	*October 2016 – Current*
	WATCO Group | Singapore (On remote)
Web analytics	Basically, my responsibilities were exactly the same as listed above, with only difference that in this project I managed paid search campaigns using Google Ads.
Digital media	• Completed full redesign of existing website to improve navigation, enhance visuals and strengthen search engine rankings.
Email marketing campaigns	• Provided front-end website development using WordPress, WPML, and other editing software.
Digital marketing	• Created and managed landing pages.
CRM (Hubspot, Bitrix, Zoho)	• Implemented changes and integrated requested elements to website.
SEM trend knowledge	• Provided security maintenance and patching on website interface to maintain viability.
Google ads	• Developed user-friendly web forms with validation and error handling.
Market Analysis	• Reviewed code to validate structures, assess security and verify browser, device compatibility.
Analytics and SEO	• Oversaw technical issues and troubleshooting requests to resolve user problems.
	• Optimized website for speed, scalability, and security.
# Languages	• Multi-tasked across multiple functions and roles to streamline business operations.
	• Adhered to SEO best practices while designing sites.
English – fluent	• Crafted SEO strategy and intuitive interface for site to achieve prominent rankings.
Russian – native	• Developed user-oriented visuals and features using front-end languages to increase site traffic.
Ukrainian – fluent	• Developed and implemented techniques for increasing page visits and likes.

Persian – good	• Collected and analyzed data from variety of sources to create detailed market research reports for top-level decision makers.
French – Beginner	• Analyzed data to uncover insights and identify key opportunities to inform strategic decisions.
Turkish – Beginner	• Maximized advertising efforts by developing content for media relations and social media posts.
Spanish- Beginner	• Managed paid search campaigns using Google Ads platform.
	• Identified appropriate marketing channels and target customers for campaigns.
	• Tracked key metrics and developed spreadsheets and data models.
	• Assembled reports and presentations to share insights and recommendations.
	• Generated reports to support development and implementation of marketing plans.
	## Web Developer
	January 2016 – August 2016
	Agroba2006 | Montreal, Canada (On remote)
	• Completed full redesign of existing website to improve navigation, enhance visuals and strengthen search engine rankings.
	• Provided front-end website development using WordPress, WPML, and other editing software.
	• Implemented changes and integrated requested elements to website.
	• Adhered to SEO best practices while designing sites.
	• Conducted unit testing to deliver optimal browser functionality.
	• Provided security maintenance and patching on website interface to maintain viability.
	• Optimized website for speed, scalability, and security.
	• Developed user-oriented visuals and features using front-end languages to increase site traffic.
	• Developed user-friendly web forms with validation and error handling.
	# Education
	Bachelor of Science – International Slav University
	Specialist on International Information | International Relations and Affairs
	Kharkiv | Sept 2004 – June 2008
	• Completed professional development in International Relations and Affairs

- Specialist on International Information

Certificate of Qualification – Education center "Success"

Web developer (PHP, HTML, CSS, JavaScript, MySQL databases)

Crimea, Ukraine | Feb 2014 – Aug 2014

- Certificate of qualification in Web development (PHP, HTML, CSS, JavaScript and MySQL databases)

Additional Information

I was born in USSR and grew up in Ukraine. I graduated from university as a specialist in international information. Later I was attracted to web development. While working on one of my client's websites I was offered to do digital marketing for them too. So, I took a course on digital marketing for B2B and continued my cooperation with them up till now.

Recently my attention was caught by Webflow. As a WordPress developer with more than 7 years of experience I have often been using page builder for web page creation. I love that Webflow, besides other useful features, offers similar page builder concept while giving flexibility in adjusting any kind of CSS style.

Certifications

2023- October

Webflow Certificate of Completion Webflow 101 Exam- Issued: October 2023

2023 – November

Webflow Layouts Certification of Completion Level 1 Exam- Issued: November 2023

2023- November

Webflow Layouts Certification of Completion Level 2 Exam- Issued: November 2023

2023- November

Webflow CMS Certificate- Issued: November 2023

2022 September

Advanced Google Analytics- Issued: September 19, 2022

2019 – August

Digital Marketing for B2B, MaEd- Issued: August 2019

2018 – June

Internet Marketing for Business, WebPromo Experts- Issued: June 7, 2018

Volunteering

I am one of Jehovah's Witnesses, so I devote part of my time to volunteer work, like conducting Bible studies and public witnessing.