

Ruxandra Fediuc

Energetic full stack junior web developer & experienced digital marketing technologist.

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Projects

- Giddy Up Vancouver** Google Maps/StreetView & Leap Motion Mashup - October 2015
Single page app allowing an enhanced virtual walk around Vancouver using the Leap Motion Controller. Built with Node.js, Hapi.js, Socket.io, jQuery, Google Maps API, Translink API, Twitter API, Instagram API, Google Places API, Leap Motion JS API, Hyperlapse JS. Winner of People's Choice Award at Lighthouse Labs' Demo Day. Demo: giddy-up-vancouver.herokuapp.com.
- Roxana Albusel Photography** Wordpress based wedding photography portfolio website - 2014
Customized Wordpress theme: www.roxanaphotography.com.
- Ruxandra Fediuc Website** Wordpress based personal resume website & blog - 2011 - 2015
Customized Wordpress theme: www.ruxandrafediuc.com.
- Marketeers** Crowd-sourced marketing skills assessment platform - October 2015
Ruby, Sinatra, HTML, Bootstrap, jQuery. Demo: marketeers.herokuapp.com.
- Rotten Mangoes** Basic movie information database (Rotten Tomatoes clone) - October 2015
Ruby, Rails, HTML, Bootstrap, jQuery. Demo: rux-rotten-mangoes.herokuapp.com.

Relevant Experience

- Telus Digital Vancouver, BC** **Full Stack Web Developer** (Telus My Account) - November 2015 to present
Part of an Agile Scrum team building and maintaining Telus My Account (self-serve account management). Projects I contribute to include: two-factor account linking, registration, usage management, A/B tests implementations. Confident in using a variety of tools to support team communication and development, such as Jira, Apiary, Git, Adobe Target, Adobe Analytics, Domo BI.
- Lighthouse Labs Vancouver, BC** **Coding Bootcamp Alumni Mentor** - February 2016 to present
Part-time mentoring students going through the coding bootcamp.
- Cymax Stores Inc. Vancouver, BC** **Digital Marketing Specialist** (SEM & Analytics) - June 2014 to August 2015
Managed large-scale, complex ecommerce search engine marketing campaigns (300+ campaigns; average monthly spend of over \$200,000). Worked jointly with IT and Merchandising to improve landing pages. Coordinated the implementation of Universal Analytics and Enhanced Ecommerce with Google Tag Manager.
- Roxana Albusel Photography Vancouver, BC** **Wordpress Dev & Digital Marketing Consultant** - May 2014 to July 2014
Built WordPress driven website and migrated existing content to the new CMS. Set up email marketing strategy. Implemented Google Analytics, Google Tag Manager, Google Webmaster Tools, and set up basic search engine optimization.
- Canadian Cancer Society BC Vancouver, BC** **Media Relations Intern/Volunteer Team Leader** - July 2013 to present
Media relations and social media marketing for the 2013 Cops for Cancer Tour de Coast. Led the 2013 Daffodil Street Team Campaign in Vancouver. Created a volunteer handbook (2014). Joined as Street Team Captain (2015).
- The CSR Social Network Bucharest, Romania** **Digital Communications Manager** - June 2011 to May 2012
Managed digital marketing and the development of a custom Wordpress based social network dedicated to social responsibility professionals.
- Continental Hotels Bucharest, Romania** **Digital Marketing Specialist** - August 2010 to June 2011
Managed the exposure, inventory and sales of the chain's nine hotels on the most popular travel and hospitality websites. Supported IT in website maintenance and upgrades. Provided social media and content management guidance. Initiated and coordinated the development and execution of a new corporate website.

Profile

Energetic full-stack junior web developer with extensive knowledge of digital marketing and e-commerce technologies, solid analytical skills, and an insatiable appetite and capacity for learning.

Smart UX and clean front-end development make me smile, while finding elegant and efficient back-end solutions highly excites me.

I am more than excited to further enhance my web development skills in a company that could also benefit from my broad digital marketing and business expertise, and I pledge allegiance to creativity, proactivity and DRY code. Amen.

P.S. 29 recommendations on LinkedIn?! They can't all be wrong.

Accomplishments

Revamped assisted registration flow
Strengthened account management security
Refactored code & optimized performance
Improved unit test code coverage
API testing and integration

Over 35 hours of mentoring to date
Over 30 students assisted to date

Increased revenue by 35% (constant margin)
Increased conversion rate by 8%
Developed keyword expansion script
Lead digital analytics implementation

Enhanced website aesthetics and usability
Improved functionality & SEO ranking
Generated 30% increase in website leads

75% year-over-year increase in media hits
Raised over \$18,000 for cancer victims
Exceeded target by over 40%

Increased website traffic by 30%
Increased email subscribers by 15%
Consolidated social media presence

Optimized user experience on new website
Increased travel portals revenue by 30%
Increased website revenue by 50%
Implemented first social media strategy

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Education

- Web Development** Immersive Full-Time Web Development Bootcamp - *September 2015 to present*
Lighthouse Labs, Vancouver. Author of the winning final project at Demo Day.
- Organizational Management** Master's Degree, Faculty of Economics and Business Administration - *2008 to 2010*
"Alexandru Ioan Cuza" University, Romania. Ranked 3 out of 41 graduates.
- Economics & Business Administration** Bachelor's Degree, Faculty of Economics and Business Administration - *2005 to 2008*
"Alexandru Ioan Cuza" University, Iasi, Romania.
Major in Management. Ranked 2 out of 140 graduates.
- Entrepreneurial Marketing & Sales** Business Mentoring Program Romania - *January - February 2012*
Trainers: Kenneth Morse & Bill Aulet, Managing Directors, MIT Entrepreneurship Center

Recommendations (Source: LinkedIn)

“ In each and every case when I have worked with Ruxandra, she has impressed me with the depth and breadth of skill that she has demonstrated. I have found her to be uniquely determined to deliver a high quality of product, and keenly insightful in finding ways to eliminate technical debt and improve her personal and professional performance. I would recommend Ruxandra for any team, as her knowledge, skills and experience make her a tremendous contributor and a powerful asset.

Don Burks – Head Instructor at Lighthouse Labs

“ In just over a year [Ruxandra] had shown to be one of the best agents I had ever worked with. Her ability to not just cope with, but excel at every project she was given, to tirelessly educate herself as her fields evolve, and to operate without supervision, picking up and mastering everything she touched, made her a vital coworker almost immediately, and one that I tried very hard to keep. I believe she's a tremendously valuable asset, and genuinely gifted person, that's going to impress whomever she decides to partner herself with.

Aaron Carlson – Data Analytics Manager at Cymax Stores Inc.

“ Ruxandra was a great addition to our team. Creative, energetic and passionate, her efforts really help us reach and exceed our fundraising goal. Her ability to motivate volunteers was inspiring, and her organizational skills were impeccable. Working with Ruxandra was a true pleasure and I would highly recommend her for your team.

Chad Embree – Senior Online Events Coordinator at Best Buy Canada (Street Team Project Manager, 2013 Daffodil Campaign)

“ Ruxandra joined our marketing team with the promise of data driven results and she delivered. She is a fast learner with a strong marketing background who is eager to tackle complex problems. She has a deep interest in analytics and is able to apply what she learns quickly and efficiently. Extremely kind and resourceful, Ruxandra loves to share her knowledge along with any findings she comes across that may improve our daily processes. Highly enthusiastic, curious, and hardworking, she is a pleasure to work with. Ruxandra would be an asset to any team.

Alicia Fu – SEM/SEO Marketing Analyst at Cymax Stores Inc.

“ Working with Ruxandra on my new website was an incredibly rewarding experience. I have never worked with anyone more dedicated to the job and also equally excited about the project... [Ruxandra] went above and beyond by also teaching me about Google Analytics, Mail Chimp, HootSuite and various other platforms that benefited my business... I couldn't say enough good things about Ruxandra's knowledge, dedication and passion to the project.

Roxana Albusel – Owner at Roxana Albusel Photography

Skills

JavaScript, jQuery
Node JS, Meteor JS, Express JS, Hapi JS
HTML, CSS, SASS
Bootstrap, Materialize, Foundation
PHP, PHPunit
CodeIgniter, Wordpress
Ruby, Rails, Sinatra, ActiveRecord
SQL, MongoDB

Scrum Agile methodology
Digital analytics & reporting
Ecommerce optimization
Conversion optimization
Content management
Search engine marketing
Desktop publishing & basic graphic design

Quick learner & insatiable for knowledge
Strong work ethic & positive attitude
Diligent & empathetic team player
Highly proactive self-starter
Getting Things Done® advocate
Problem solving oriented
Flexible & adaptable

MOOCs

HTML, CSS, Javascript, jQuery, Ruby, Rails, AngularJS, NodeJs, ReactJS, SQL, MongoDB, Chrome Developer Tools, etc. - *2015-2016*
A variety of web development courses taken on: CodeCademy, CodeSchool, TutsPlus, Udemy, General Assembly, FreeCodeCamp.com.

Introduction to Meteor.js Development & Web Application Development with JavaScript & MongoDB - *February-March 2016*
University of London & Goldsmiths (Coursera)

Model Thinking - *November 2012*
University of Michigan (Coursera)

Operations Management - *November 2012*
Wharton University of Pennsylvania (Coursera)

Statistics One - *September 2012*
Princeton University (Coursera)

Certifications

Google AdWords Certification - *July 2014*
Google Analytics Certification - *June 2014*
Bing Ads Certification - *January 2015*
DoubleClick Search Certification - *June 2014*
Hubspot Inbound Certification - *May 2014*
HootSuite Social Media Certification - *March 2015*