

# Vsevolod Tsurikov

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## Qualifications

- Experienced in latest web technology, Interactive Design and Web Usability, UI, UX
- HTML (HTML5), CSS, XML, JavaScript, jQuery, AJAX, PHP, MySQL
- W3C validation, integration, cross-browser optimization, high-load optimization, testing and debugging experience, web coding for mobile devices, development for mobile devices, social media management, SEO/SEM
- CMS/CMR: UCOZ, Bitrix, WordPress, Volusion, eWinery, Magento, Invision Power Services, Eloqua, Salesforce, Sharepoint
- Highly competent with information architecture principles, “call to action” design, and the intricacies of web site design for complex information and functionality

## Work Experience

### Web Developer

Treasury Wine Estates: March 2012 — Present

Primary Role:

Manage and produce daily updates to web content across multiple websites, email/page templates, and digital marketing campaigns.

Key Relationships:

- Collaborated with appropriate IT, Brand, Direct to Consumer and Creative Services functions.
- Coordinated with Customer Service and IT Support to identify and resolve technical issues

Key Responsibilities/ Accountabilities:

- Utilized expertise with HTML, Javascript/jQuery, Flash, ColdFusion, and Photoshop, to make content updates across all websites.
- Tested websites for functionality; QA changes and propagated content to the website daily.
- Established efficiencies for publishing content changes.
- Established consistency in the display of web content across website portfolio.
- Coordinated with IT and solution vendor for support of issues to resolution.
- Translated a client's informational or marketing content into a functional website / marketing campaign.
- Determined all necessary coding requirements for the site creation including forms, e-commerce emails capability and specialized scripts
- Coordinating with programmers and graphic designers for specialized scripts, Integrating verbal and graphical content with site design and posting completed site to internet server and search engines
- Documented standards, processes, scripts, requirements, coding, etc.
- Was responsible for identifying process and technology tool efficiencies and implementing as needed.

### Web Developer

Mysfyt, Inc June 2011 — March 2012 ([www.acne.org](http://www.acne.org))

- Responsible for maintenance of company web sites and pages, including graphics, user interfaces, SEO, and other functional elements using PHP, HTML, and CSS best practices
- Implemented and managed ongoing development, updates and operation of the company's websites. New plugins (PHP, Smarty) were installed to enable additional functionality for community members
- Created new website elements using the latest technologies such as JavaScript, jQuery and trends for effective website operation and compatibility with industry-standard browsers
- High load community Invision Power message board was upgraded and integrated with the rest of the website. Custom PHP plugins and informers were integrated as well as partial redesign of the forum and mobile version of the community board
- Integrated such social networks as Facebook and Twitter with the web site, which increased daily registration by 30%

### Web Developer

Freelance/Contractor 2007 — 2011 (80+ projects)

- Created and assisted with development of numerous social media web projects.
- Developed web sites for small businesses using open-source CMS: UCOZ, DLE, WordPress, 1C-Bitrix.
- Provided SEO optimization. performed link management and online reputation management.
- Customized web template design, JavaScript, jQuery plugins and PHP based modules.
- Created website design, generated and revised web pages using HTML and CSS best practices.
- Developed a flexible system of analysis of user behavior based on Google Analytics tools that determines user preferences.
- Maintained internet security and payment-processing operations.

## Education

Diablo Valley College. Certification in Small Business Management

2008 — 2010

University of Economics "KROK". Master Degree in Finance. Graduated with distinction

2000 — 2006

Hogeschool NOVI. Bachelor degree in Business Economics

2001 — 2005