WordPress Developer

Denis Gusev.

I'm a passionate man, specialized in **WordPress Development**, **Web Design** & **Digital Marketing**.

6+ YEARS OF EXPERIENCE

30+ COMPLETED PROJECTS

Information.

AGE:
27 years old

CURRENT PLACE OF RESIDENCE
Hanoi, Vietnam

LANGUAGES:
Russian - Native speaker
English - Advanced level
Vietnamese - Beginner level

NATIONALITY:
Russian

WEBSITE
gusevdigital.com

Education.

2010 - 2012   **International Baccalaureate Diploma**   Main courses: Business & Management, Psychology, Philosophy, Math.

2012 – 2014   **Moscow Institute of Electronics and Mathematics**   Faculty of Applied Mathematics and Cybernetics

Socials.

Fb.
facebook.com/gusevdigital

Bē.
behance.net/gusevdigital
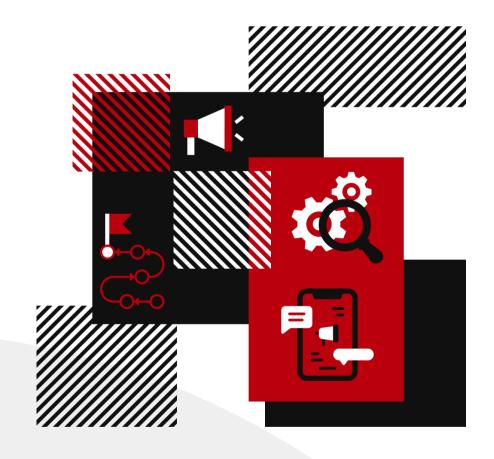
Email.
gusevdigital@gmail.com

Skills.

Web development.

- **Front-End:** HTML5, CSS, SASS, Bootstrap, Responsive Web Design, JavaScript, jQuery, AJAX.
- **Back-End:** PHP, MySQL.
- **WordPress:** WP actions and hooks; custom post types and taxonomies; Advanced Custom Fields; Customizer for theme editing; Rest API; Guttenberg block editor.
- **E-commerce:** WooCommerce and most used related plugins.
- **Workflow:** Git

Design.

- **Print and digital design:** Adobe Illustrator for print design and logotypes. Adode Photoshop for digital promo design.
- **Web design:** Figma for developing design system, full pages design and prototyping.

Digital marketing.

- **Marketing:** Basic research and digital marketing planning.
- **SMM:** Facebook, Instagram and YouTube development plan, content management and posting.
- **Analytics:** Google Analytics, Google Tag Manager, Yandex.Metrica (the last one is the best for observing individual user behavior).
- **Advertising:** Google Ads and Facebook Ads campaign development.
- **SEO:** Website speed optimization, technical SEO factors improvement.

Other skills.

- **Communication skills**

  I've spent an enormous amount of time communicating offline and online, discussing and planning projects with different clients and businesses. I've developed the lifesaving skill of easy catching important details and being determined in getting the necessary information to provide the best result.

- **Video editing**

  That particular skill helped me a lot to adapt video for the web dev needs.

Experience.

2019 - 2020	**Digital Marketing Specialist (Full time) at KDI Holding**	I was hired to work in a big corporation as a digital marketing specialist for a couple of projects: luxury yacht sailing and travel agency in Vietnam. The goal was to build everything from scratch. Developed the following: logo and brand identity, website, SMM, SEO, marketing content, and online aggregators strategy.
2018 - 2019	**Digital Marketing Specialist (Full time) at Alfa Tours Travel**	Decided to get a rest from freelance and started to work in the largest retail travel agency for Russian customers in Nha Trang and on Phu Quoc island. The main goal was to start to generate online sales and improve offline sales. Was busy with web development and management, SMM, SEO, digital marketing strategy development and implementation, company digital brand establishment.
2017 - 2018	**Digital Marketing Specialist (Freelance)**	Started to provide separate services to my clients: keywords research, advanced website SEO, ads campaign development in search, display, and socials.
2014 - current days	**WordPress Developer (Freelance)**	My main passion. The full process of web development: discussion, planning, design, UI, UX, development, dealing with difficult clients, dealing with awesome clients, SEO, and testing. Half of the clients are foreign companies in Vietnam, another half – mostly from the following countries: Singapore, Philippines, US, Sweden, Russia, Ukraine.
2014 - 2015	**Video Editor & Graphic Designer (Freelance)**	My first work as a freelancer. Was editing videos and developing printing and digital design for multiple foreign companies in Vietnam. Obtained extremely valuable skills for future web and marketing projects.

Portfolio.

Visit my website to study my projects in detail with wireframing, design systems, prototyping, and final website links.

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