

# DARIA SASS

## Web Producer | Web Manager

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### SUMMARY

Dynamic and results-driven Web Producer with **9 years of experience** managing and delivering **diverse web projects**. Proven track record of increasing site traffic and enhancing user engagement through **UX and SEO optimization**. Adept at collaborating with **cross-functional teams** to produce seamless and user-friendly web experiences. Highly organized and detail-oriented, with a **versatile skill set** and a demonstrated ability to meet deadlines and **exceed project goals** in fast-paced environments. Consistently recognized for exceptional productivity, rapid learning abilities, and **excellent communication skills**.

### SKILLS

**CMS:** Wordpress, Drupal, Contentful, Shopify, Squarespace

**Front End:** HTML, CSS

**Design:** Figma, Sketch, Illustrator, Photoshop, Ceros

**Email, CRM:** Mailchimp, Sharpspring

**Project Management:** Monday.com, Jira, Asana

**Analytics:** Google Analytics, SEMRush, Google Data Studio

**Other:** Google Tag Manager, Mutiny, Drift, ChatGPT

### EXPERIENCE

**Growth Web Producer** | Coursera

Jan 2023 - July 2024 [Contract]

- Supported the Senior Enterprise Website Manager in **CRO** efforts by understanding site performance data, identifying growth opportunities and using this data to set up new **A/B tests** to improve results.
- Provided **CMS support**, documented web processes, and created a comprehensive **template library**.
- Collaborated with product marketing, designers, and content producers to orchestrate **flawless web campaign launches**, aligning web content with business goals.
- Facilitated the development of a new web production project management **workflow in Jira**.

**Senior Web Producer** | Buffalo Agency

Jan 2019 - Apr 2022

- Managed a team of developers** and spearheaded the end-to-end production and maintenance of complex web projects, from landing pages, to 50+ pages websites, implementing best practices in **UX, UI, and SEO**.
- Created an effective agency-wide web **project management workflow** in Monday.com, significantly optimizing project timelines and **enhancing cross-functional collaboration**.
- Monitored **website performance**, created **monthly reports** for clients, and recommended necessary changes.

**Web Designer** | Doug Shorter Property Management

Jan 2018 - Nov 2018

- Overhauled the website through a comprehensive redesign, leveraging best UX and SEO practices, resulting in an **11% reduction** in bounce rate and **46% increase** in average session duration.
- Established **email marketing** program & **social media** strategy, generated content, including educational videos.

**Marketing Manager** | Park Inn by Radisson

Oct 2013 - May 2015

- Pioneered the establishment of the **marketing department from the ground up**, implementing global brand strategies, and updating all marketing materials after a complete rebranding.

### EDUCATION + CERTIFICATIONS

**Master of International Economics**, Ural State University of Economics | 2007 - 2012

**Front End Web Development**, Trident Tech | 2019

**UX/UI**, CalArts | 2020

**Agile Project Management**, Google | 2023

**Prompt Engineering for ChatGPT**, Vanderbilt | 2023

**SEO**, UC Davis | 2019

**Google Analytics**, Google | 2018