CARSON BAIN

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PROFESSIONAL SUMMARY

Detail oriented Front End Developer and Implementation Specialist with 6+ years of eCommerce implementation experience, and 1+ years of development experience. Highly ambitious, hardworking and genuinely eager to learn new things.

TECHNICAL SUMMARY

- **Software** *Atom, Github, Sage eCommerce, Sage 300, Sage X3, Scout App, Shopify, Zendesk, Jira, Confluence, Salesforce, Adobe Photoshop, Adobe Lightroom, Squarespace, Lightspeed*
- **Languages** *CSS3, HTML5, Javascript, JQuery, Sass*
- **Project Management Tools** *Jira, Confluence, Salesforce, Trello*
- **Hardware** *Mac, PC*
- **Industries** *eCommerce, Retail, SaaS*
- **Operating Systems** *macOS, iOS, Windows*

PROFESSIONAL EXPERIENCE

Implementation Consultant   October 2016 – Present
XM Developments (www.xmdevelopments.com)
Vancouver, BC

- Collaborating with customers to implement custom styling changes on existing platform themes using HTML, CSS, SASS, Javascript, JQuery and Photoshop
- Designing and coding new theme overlays for demo sites to be used by Sales team for potential clients
- Working with Marketing and Sales team to help design and code www.xmdevelopments.com ensuring a good experience for all users across all platforms
- Utilizing JIRA, Confluence and Service Desk to manage projects, communicate with development team (located in New Zealand), document bugs and other technical issues to be triaged
- Providing ongoing phone and email support to clients for project updates, scheduling, technical and implementation issues
- Leading comprehensive walkthroughs of the CMS with customers and advising them on best practices and features to utilize the platform specifically for the needs of their individual business

- Creating content for help center documentation to build a more positive environment for customers to learn and engage in using the XM product

Ecommerce Manager   August 2014 – October 2016
Livestock (www.deadstock.ca)
Vancouver, BC

- Maintained mobile and desktop functionality, site appearance and content on deadstock.ca with ultimate goal to increase efficiency, conversion and usability
- Built a range of conversion strategies based on weekly sales and analytics reports using Google Analytics, Shopify, Lightspeed and Excel
- Managed and lead both the customer service and shipping teams utilizing Zendesk, Signifyd and Shipstation to streamline processes between departments and to ensure customer satisfaction
- Implemented a high level fraud prevention system with a focus on trends seen in the high demand footwear/apparel industry
- Managed inventory of new high profile product releases (1-15 a week) and optimized rollout between online and brick and mortar channels

Ecommerce Manager / Sales Associate   September 2012 – February 2014
Four Horsemen Shop (www.fourhorsemenshop.ca)
Victoria, BC

- Managed online store content, orders and customer inquiries using Shopify
- Created original online shop content such as graphics, product copy, social media posts and editorial photo series using Adobe Photoshop and Lightroom
- Shipped and received orders using domestic and international online post services
- Generated sales in a positive and professional manner while building customer relationships

CERTIFICATION AND TRAINING

COMP 2015 – Introduction to Javascript / JQuery   December 2017 – February 2018
BCIT

COMP 1950 – Web Development and Design 2   September 2017 – December 2017
BCIT

Certificate of Completion – SEO/SEM & Analytics   September 2016 – December 2016
Brainstation

Certificate of Completion – Introduction to Web Analytics   June 2015 – July 2015
UBC Continuing Studies

EDUCATION

Bachelor of Science, Economics   September 2009 – July 2014
University of Victoria
- Study Abroad program at Utrecht University, Netherlands   February 2014 – July 2014