

# DARRACH BARNEVELD

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## JUNIOR FULL STACK SOFTWARE DEVELOPER

[LinkedIn](#) - [GitHub](#) - [Portfolio](#)

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### PERSONAL

A distinguished graduate of Code Institute, I'm a Fullstack developer with six years of experience in digital marketing, analytics, and web design. In the past year, I've collaborated with software developers on paid projects, participated in hackathons, and contributed to open-source repositories.

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### TECHNICAL SKILLS

- Tech: Typescript, Javascript, Python, Nodejs, HTML5, CSS
- Framework/Libraries: React, Nextjs, Express, Tailwind, R-Native, Django
- Version: Git, Github
- UX - Figma, Balsamiq

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### WORK EXPERIENCE - Web Developer

#### **Marketing Consultant/Web Developer** | Self-employed | 2022 - 2023

- Developed UX/UI using React and Django Rest, integrating Spotify API for music colour recommendation app.
- Established component library and user dashboard for online sports ticketing website from Figma designs.
- Implemented CI/CD on Heroku, Vercel, and Netlify, proficient in troubleshooting using terminal CLIs.
- Refactored HTML/CSS for crypto gaming site into React components.
- Consulted edu/gaming and e-commerce on marketing strategy, content targeting, and audience modelling.
- Specialised in Facebook media buying, employing effective ads manager techniques for lead generation.
- Created theme providing light/dark mode toggle for software development community website.
- Used test driven development to assist in integration of websockets for real time data transfer

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### Hackathons

1. Hackathon - New Years - Synced multiple google location services to rendered fully interaction globe [Link \(1st place\)](#)  
Typescript, Nextjs, Google API, Github, Vercel
2. Hackathon - Movember - **Scrum Master** - Deployed and Integrated AI modelling [Link \(1st place\)](#)  
HTML5, CSS, JavaScript, OpenAi, Firebase, Git, Github, Netlify
3. Hackathon - Retro Quest - **Scrum Master** - Created OOP classed logic for game [Link \(1st place\)](#)  
HTML5, CSS, KaboomJS, Netlify
4. Hackathon - Valentines - **Scrum Master** - Integrated Openai response with google api to create dating options [Link \(2nd place\)](#)  
OpenAi, React, Netlify, Google Api, Netlify
5. Hackathon - DevGames - **Scrum Master** - Created OOP classed logic for game [Link \(1st place\)](#)

HTML5, CSS, PhaserJS,

## WORK EXPERIENCE - Digital Marketing

**KingsGuard Media** | Marketing Manager / UX Specialist | 2017-2022 | Remote

- Led team in social media advertising, focusing on lead generation with specialised expertise in AB testing and UX design.
- Managed \$100k/pm ad spend, optimising campaign allocation for maximum ROI.
- Integrated automated campaign management system to monitor metrics, reducing monitoring efforts and increasing creative time.
- Enhanced audience demographic modelling through email consolidation for targeted campaigns.
- Negotiated with US education/gaming/insurance and healthcare institutions for improved payouts and conversions.
- Implemented custom JavaScript pixel tracking, resulting in 25% reduction in ad spend.
- Conducted A/B split testing using HTML, CSS, and JS for UI/UX improvement.
- Managed social media pages and engagement monitoring, producing SOP documentation for streamlined processes and onboarding.

## ACCREDITED EDUCATION

2023 - Code Institute: Diploma in Full Stack Software Development

2010 - 2014 - UCD: Bachelor's Degree Science

## ADDITIONAL INFORMATION

- Currently learning C# - Code skills via Unity game engine
- Active participant in Dublin coding meetups, specifically JS related ones.

## INTERESTS

- Codu Community - Community member and contributor.
- Chess - avid chess player and enrolled in Stockholm online chess leagues.
- Lover of philosophy and history. Enthralled by the teachings of the stoics
- UFC - The madness/unpredictability of the sport breaks up a structured lifestyle