DARRACH BARNEVELD
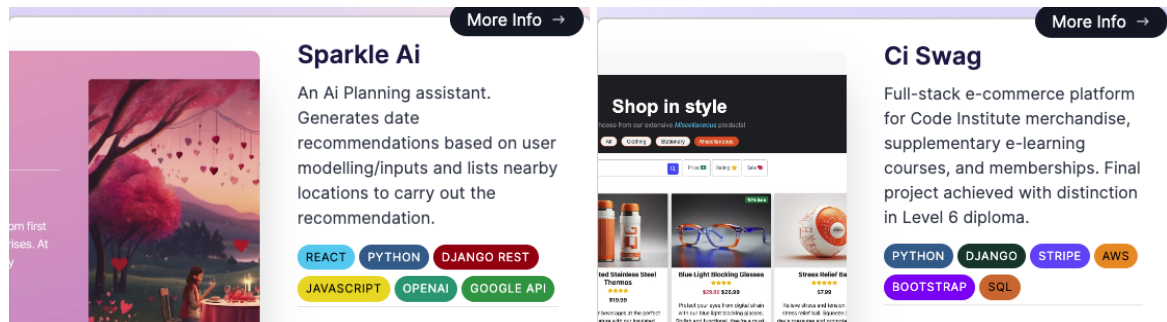
Dublin, D7
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darrachb1991@gmail.com

JUNIOR FULL STACK SOFTWARE DEVELOPER
LinkedIn - GitHub - Portfolio

PERSONAL

A Fullstack developer graduating from Code Institute with distinction, I possess six years of prior experience in digital marketing, analytics, and web design. The transition to web development was seamless due to this background. Over the past year, I have actively collaborated with software developers on paid projects and participated in voluntary hackathons.

Screenshot of award winning development projects. View More here

WORK EXPERIENCE - Web Developer

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

- Designed and deployed front end user experience for a music colour recommendation app. Integrated Spotify API to render user playlists. Built using React frontend and Django Rest backend.
- Created component library and user dashboard based on figma designs for an online sports ticketing website.
- Refactored raw html code for a crypto gaming site into react components.
- Consulted edu/gaming and online ecommerce business about marketing strategy, targeted content and audience modelling.
- Specialised in Facebook media buying consultancy and proper ads manager techniques for lead generation clients.

COLLABORATIVE - Development

1. OpenSource - Codu - Created theme toggling for light and dark mode *Link*
   Typescript, Dockerfile, React, Nextjs
2. Hackathon - New Years - Synced multiple google location services to rendered fully interaction globe *Link* (1st place)
   Typescript, Nextjs, Google API, Github, Vercel
3. Hackathon - Movember - Deployed and Integrated AI modelling *Link* (1st place)
   HTML5, CSS, JavaScript, OpenAi, Firebase, Git, Github, Netlify
4. Hackathon - Retro Quest - Created OOP classed logic for game *Link* (1st place)
   HTML5, CSS, KaboomJS, Netlify
5. Hackathon - Valentines - Integrated openai response with google api to create dating options *Link* (2nd place)
   OpenAi, React, Netlify, Google Api, Netlify

6. Hackathon - DevGames -Created OOP classed logic for game *Link* (1st place)
   HTML5, CSS, PhaserJS,

WORK EXPERIENCE - Digital Marketing

KingsGuard Media | Marketing Manager | 2019-2022 | Remote
A lead generation marketing company specialising in social media advertising.

- Managed a team consisting of developers, media buyers to produce, scale and monitor active media campaigns.
- Revenue accounting across various softwares tracking suites both internal and 3rd party.
- Budget management of approximately 100k/pm ad spend. Critical selection of effective campaign spend.
- Enhanced audience demographic modelling by creating a conglomeration of captured emails across all platforms to identify key buyers across each vertical.
- Client negotiations with US education/gaming/insurance and healthcare institutions to increase lead caps, conversion payouts and creative copy.

KingsGuard Media | Media Buyer - Web Designer | 2017-2019| Remote

- Content creation. Use of adobe suite to create and edit videos and images.
- Installation of custom javascript pixel tracking for measuring performance analytics of ads campaigns. This enhanced analytics across Facebook, Titok, Instagram, Snapchat native ads managers resulted in refined targeting practices and a over 25% reduction in ad spend.
- Webpage creation. Basic html, css, js. Use of builders and funnel makers. A/B split testing based on bounce rate, ctr, cpa, load times to improve UI/UX design.
- Social page creation and engagement monitoring
- Produce SOP documentation

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
- Gaming/Camping/Travelling all inspire me