

DARRACH BARNEVELD

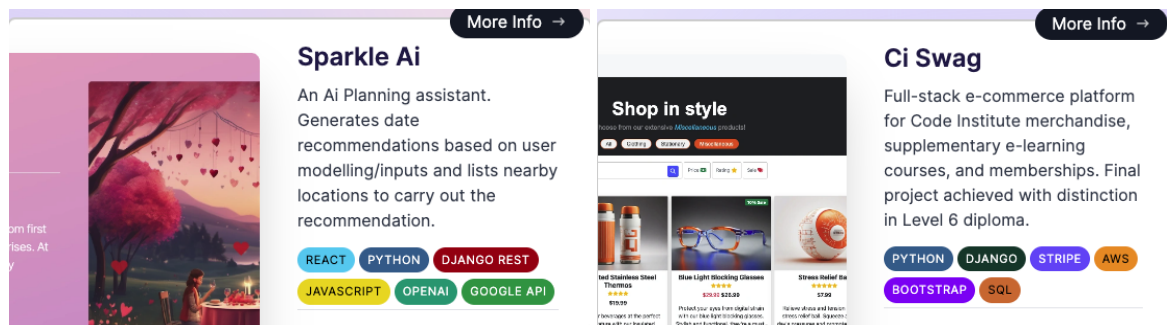
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JUNIOR FULL STACK SOFTWARE DEVELOPER

[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. 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](#)

TECHNICAL SKILLS

- Front: React, Typescript, Javascript, Html, CSS
- Back: SQL, Postgres, NoSQL, Python, Django, C#, Dockerfile

WORK EXPERIENCE - Web Developer

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

- Designed and deployed UI/UX for a music colour recommendation app using React and Django Rest, integrated Spotify API for playlist rendering.
- Established a component library and user dashboard based on Figma designs for an online sports ticketing website.
- Refactored base html/css code for a crypto gaming site into React components.
- Consulted edu/gaming and online ecommerce businesses on marketing strategy, targeted content, and audience modelling.
- Specialised in Facebook media buying consultancy and implemented effective ads manager techniques for lead generation clients
- Created theme providing and toggling functionality for light and dark mode on software development community website

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 - Deployed and Integrated AI modelling [Link \(1st place\)](#)
HTML5, CSS, JavaScript, OpenAI, Firebase, Git, Github, Netlify
3. Hackathon - Retro Quest - Created OOP classed logic for game [Link \(1st place\)](#)
HTML5, CSS, KaboomJS, Netlify
4. Hackathon - Valentines - Integrated Openai response with google api to create dating options [Link \(2nd place\)](#)

OpenAi, React, Netlify, Google Api, Netlify

5. 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 team to produce, scale, and monitor active media campaigns.
- Oversaw budget management of \$100k/pm ad spend, ensuring effective campaign allocation.
- Developed an automated campaign management system to monitor key metrics, deactivating underperforming campaigns, leading to reduced monitoring efforts and increased creative time.
- Enhanced audience demographic modelling through email consolidation for targeted campaigns.
- Negotiated with US education/gaming/insurance and healthcare institutions for increased payout, cap and conversion stats.
- Conducted revenue accounting across all media platforms.

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

- Created and edited content using Adobe Suite for social media advertising.
- Implemented custom JavaScript pixel tracking, resulting in over 25% reduction in ad spend.
- Developed web pages using HTML, CSS, and JS, conducting A/B split testing for UI/UX improvement.
- Managed social media pages and engagement monitoring.
- Produced 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
- Gaming/Camping/Travelling all inspire me