Geoffrey Doak

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QUALIFICATIONS:
- Postgraduate Diploma of Teaching (Teach For Australia)
- Bachelor of Science (Applied Mathematics)
- Bachelor of Commerce (Economics and Finance)

PERSONAL SKILLS AND QUALITIES:
- Can implement marketing technologies on websites, including A/B testing, dynamic personalisation, tagging, CDP integration and tracking
- Proficient in writing HTML5, CSS (Sass), TypeScript (ES6)
- Create dynamic websites/components making use of APIs
- Experience with front-end frameworks including React and Angular
- Use workflow tools including Node (Webpack etc), Git and Vagrant for efficient time use and collaboration
- Write semantic code that meets accessibility requirements of WCAG 2.1
- Able to work with designers to make pixel perfect sites that look beautiful across a range of devices
- Experienced working in Agile projects

WORK EXPERIENCE:

2022- Present
Carer / Freelancer
Home

- Helping to care for and spend quality time with my dad while he is unwell
- Taking on various small freelance projects setting up and fixing WordPress and Shopify websites
- Playing around with and getting to know new technologies surrounding large language models (ChatGPT, LLaMa, Copilot, Langchain etc.)

2019- 2022
MarTech Developer
The Lumery

- Architected, developed and deployed various optimisation (A/B testing) and personalisation campaigns for Jetstar and Bunnings (Maxymiser, Optimizely and Google 360)
- Collaborated with key personnel to come up with technical solutions for utilising marketing technologies
- Helped build a testing and reporting tool (Node, Axios and React) to increase debugging ability, create fake data for testing, and monitor for any errors
- Transitioned the codebase of an internal tool from Javascript to Typescript
- Integrated data from CDP (Boxever) to create personalised user experiences

2018 - 2019
Web Developer
Loud&Clear / Avanade
(contractor)

- Built front-end components for the creation of sites for AGL, Vocus (dodo), The University of Melbourne and BabyBunting
- Collaborated with team members (onshore and offshore) reviewing pull requests and providing/receiving feedback to ensure clean and reusable code
- Worked on Agile projects participating in stand ups, sprint planning, task grooming and ticket status utilising Jira, Slack and GitHub/BitBucket
- Worked with a range of front-end technologies including KnockoutJS, jQuery, Angular and Bootstrap

2015 - 2017
Web Developer
Swish Web Solutions / Built In Code

- Co-founder of business
- Achieved profitability within a year
- Engaged with clients before and during construction to create websites fitting their business needs
- Created organisational systems to improve workflow efficiency
- Managed core business aspects including accounting, marketing and customer service

2013 - 2015
Teacher
Kurunjang SC

- Taught mathematics and science from years 7 to 12
- Analysed student progress to create individual learning plans
- Created curriculum documentation, resources and assessments
- Part of the Teach For Australia program that brings high achieving University graduates into disadvantaged schools

2010 - 2012 **Tutor** Brunswick Tutors	- Tutored mathematics and physics to high school students - Worked with students to set achievable academic goals and monitored progress - Created challenging problem sets for practice and feedback
2009 **Croupier** Crown Casino	- Dealt Blackjack, Sic Bo and Big Wheel - Worked in a fast paced environment managing large sums of money - Provided a fun and friendly atmosphere for customers
2006 - 2008 **Snowboard Instructor** Mt Buller / Whistler	- Helped students, from beginner to advanced, improve their riding skills - Managed risks to create a safe environment - Promoted the resort and snowboarding to keep customers coming back

REFERENCES:

David Grinberg The Lumery dgrinberg@veraida.com	- Head of Marketing Technology Development
Nathan Micic The Lumery nmicic@thelumery.com	- Senior Developer