KERN GORETZKY

Full-Stack Web Developer

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PROFESSIONAL SUMMARY

Full-stack web developer with 8+ years of experience building modern, responsive web applications using React, Angular, and Node.js. Leverages AI-powered development tools including Claude Code and GitHub Copilot to accelerate development cycles and maintain code quality. Unique background combining technical expertise with business acumen (MBA) and media industry experience. Specializes in creating engaging user experiences with a focus on clean design, performance optimization, and scalable cloud architecture.

TECHNICAL SKILLS

Frontend Development React • Angular • TypeScript • JavaScript • HTML5 • CSS3 • Tailwind CSS • Bootstrap • SASS/SCSS • Framer Motion • Next.js

Backend Development Node.js • Express.js • MongoDB • SQL • RESTful APIs

Cloud & DevOps AWS (S3, CloudFront, Lambda, API Gateway, Route 53, IAM) • Vercel • Git/GitHub

Mobile SwiftUI

Additional Tools Angular Material • Angular Router • WordPress • reCAPTCHA • Amazon WorkMail • Claude Code • GitHub Copilot • AI-Assisted Development • Prompt Engineering

PROFESSIONAL EXPERIENCE

Full-Stack Web and Mobile Developer

CoderLeaf | Toronto, Ontario *March 2015 – Present*

- Engineer and maintain full-stack web applications using React, Next.js, Angular, Node.js, and MongoDB
- Architect and develop responsive, user-friendly interfaces with modern UI frameworks and design patterns
- Design and deploy cloud infrastructure on AWS, including S3 static hosting, CloudFront CDN, Lambda functions, and API Gateway integrations
- Execute SEO optimization strategies and digital marketing solutions to improve online visibility
- Build secure contact microservices with reCAPTCHA integration and custom email workflows using Amazon WorkMail and Gmail
- Continuously expand technical skills through online courses (Udemy, Udacity, Coursera) in web development and emerging technologies

Marketing Manager

Critical Vector | Toronto, Ontario *June 2018 – August 2022*

- Spearheaded branding and marketing strategy development for B2B technology company
- Architected and built company website with focus on user experience and conversion optimization
- Executed comprehensive SEO strategies resulting in improved search rankings and organic traffic
- Developed digital marketing campaigns across multiple channels to drive lead generation

Program Development Manager, CTV Two

Bell Media | Toronto, Ontario *September 2008 – February 2015*

- Managed programming acquisitions for a television channel
- Led content strategy and development initiatives
- Provided regulatory guidance for broadcast content compliance
- Analyzed viewership data to inform programming decisions and optimize schedule performance

KEY PROJECTS

Kern Goretzky Blog

React Blog Platform | kerngoretzky.ca

- Built modern blog website using React and Next.js framework with server-side rendering
- Implemented markdown-based content management system for easy article creation and updates
- Deployed on Vercel with optimized build process and CDN distribution
- Designed responsive single-page application architecture for optimal user experience

CoderLeaf

Enterprise Angular Website | coderleaf.com

- Developed prerendered Angular website with glassmorphism design and advanced routing
- Architected comprehensive AWS cloud infrastructure including S3, CloudFront, Route 53, and Certificate Manager
- Built serverless contact form microservice using AWS Lambda and API Gateway
- Integrated reCAPTCHA security and custom email solution with Amazon WorkMail and Gmail
- Implemented SEO best practices for improved search engine visibility

Portfolio Website

React Portfolio with Liquid Glass Design | kerngoretzky.com

- Developed modern portfolio website featuring liquid glass design system
- Implemented smooth animations and transitions using Framer Motion library
- Built with React, TypeScript, and Tailwind CSS, leveraging Claude Code for accelerated development workflow
- Designed responsive layout with accessibility best practices and SEO optimization

EDUCATION

Master of Business Administration (MBA), Finance Heriot-Watt University | 2009 – 2013

Radio & Television Arts Toronto Metropolitan University (formerly Ryerson) | 1996 – 1998

Bachelor of Arts, English Major (Comparative Literature Minor) University of Alberta | 1992 – 1996

CONTINUOUS LEARNING

Actively pursuing ongoing professional development through:

- Web development courses (Udemy, Udacity, Coursera)
- Modern JavaScript frameworks and libraries
- AI-powered development tools: Claude Code, GitHub Copilot
- Cloud architecture and serverless technologies
- UI/UX design principles and best practices
- Digital marketing and SEO optimization strategies

ADDITIONAL SKILLS

- **Content Creation**: Technical writing, blogging, storytelling
- **Design**: UI/UX principles, responsive design, accessibility standards
- **Marketing**: SEO/SEM, digital strategy, branding, copywriting
- **Business**: Strategic planning, project management, team leadership
- **Media**: Broadcasting, content development, programming strategy

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References available upon request