BRANDON ITICKA

Web Developer

CONTACT INFO

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403-554-5628 ☎

Calgary, Alberta ⌖

[Linkedin](#) 🔗

[Portfolio Website](#) 🌐

EDUCATION

Web Development
Southern Alberta Institute of Technology (SAIT)
Jan 2024 - Apr 2024
Calgary, AB

SKILLS

Digital Marketing
Automation
Landing Page Optimization
Content Management Systems
HTML5
CSS3
JavaScript
TypeScript
Tailwind CSS
React
Redux
Node
Express
MongoDB
Git

CAREER OBJECTIVE

Detail-oriented and creative web developer based in Calgary, Alberta, with hands-on experience in building full-stack applications using React, TypeScript, Node.js, and MongoDB. Proficient in WordPress and CMS platforms, with a strong background in creating SEO-optimized, high-converting landing pages for digital marketing campaigns. Proven ability to enhance website performance, implement automation, and contribute to the growth of local businesses through strategic web solutions. Seeking opportunities to contribute to dynamic development teams or take on freelance projects that combine technical skill with impactful user experiences.

WORK EXPERIENCE

Web Developer

Escape60 Ltd

Apr 2024 - current / Calgary, Alberta, Canada

- Directed comprehensive Google Ads marketing strategies, optimizing and creating campaigns to maximize lead generation and conversion rates.
- Developed and managed automated workflows with Zapier, streamlining various business processes and enhancing operational efficiency.
- Designed and implemented multiple high-conversion landing pages for the company's website, significantly boosting online engagement and conversion rates.
- Collaborated with cross-functional teams to align web assets with marketing goals, resulting in a 15% increase in user engagement.

Coding Instructor

United African Diaspora

May 2024 - current / Calgary, AB

- Instructed 30+ youth in coding fundamentals, enhancing their skills in HTML, CSS, and JavaScript.
- Empowered students through personalized mentorship, increasing retention rates by 20% in a supportive learning environment.
- Coordinated and led coding workshops for 30+ participants, fostering teamwork and enhancing problem-solving skills.
- Guided 20+ students in crafting personal projects, significantly improving their coding skills and confidence.