Mark Spirek

Full Stack Web Developer

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SUMMARY

I'm a Full Stack Web Developer with an emphasis on front-end technology. I also offer a strong background in marketing and user experience. I endeavor to push web and mobile platforms forward by utilizing and pioneering features to delight and engage users. I have served as a key member, designer, and developer for several Chicago-area startups, ecommerce companies, and digital agencies.

I've developed websites for clients such as: Butterball, Ortega, Ms. Dash, Bear Creek, Ricola, Blue Bunny, Bomb Pop, Fisher, McCormick, Haribo, WeightWatchers, Tide, and Braun.

EXPERIENCE

Software Engineer II— *at Zoro*

APR 2019 - PRESENT

Zoro — B2B eCommerce with over 4 million SKUs

- Overhauled product pages and paid search landing pages to increase conversions.
- Refactored Python/Django templates to Node/Vue.
- Contributed core elements to our Vue-based component library
- Conducted A/B Tests utilizing Google Optimize

Front-end Developer — *at Blue Chip Marketing Worldwide*

MAR 2018 - MAR 2019 -- NOV 2015 - OCT 2016

Blue Chip — a leading digital and retail marketing agency.

- Jointly developed front-end component framework to launch unique websites for 40+ brands
- Worked with web designers to style components to accommodate the needs of brands such as Ortega, Bear Creek, Las Palmas, and Cream of Wheat
- Developed Single Page Applications for clinical trial recruitment for major pharma brandts such as Merck, **AbbVie**, Bristol-Myers Squibb
- Worked with content strategists to develop content schema for use in our custom CMS to accommodate 20+ locales and languages
- Worked with close-knit development team to deliver client work on time and above expectations
- Worked on many projects and clients daily on different platforms

SKILLS

Front end development

HTML5 + CSS3

Sass / Less / PostCSS

Javascript (ES6+)

Vue + Vuex + Nuxt

GraphQL

Static Site generation (Jekyll/Gatsby/Gridsome)

Responsive Design

Email Templating

Accessibility (ADA)

Back end development

PHP / Laravel / Composer

Node / Express

Python / Django

MySQL

Build / DevOps

NPM / Webpack

AWS

(EC2/S3/Cloudfront/Route53)

DigitalOcean

Linux (Debian/Ubuntu)

Git

Vagrant

Docker

- Developed email marketing custom templating and testing
- Adjusted content in custom CMS
- Utilized Agile/Scrum methodologies in practice
- Developed sites for clients such as Ricola, Blue Bunny, Bomb Pop, Fisher, McCormick, Haribo, WeightWatchers, Tide, and Braun

Senior Web Developer & Marketing Executive — *at Tidal Commerce, Inc*

OCT 2016 - MAR 2018

Tidal Commerce — payment processing and merchant services with a key focus on providing affordable custom solutions for payment card acceptance. I was tasked with utilizing both my marketing and development skills to rebrand the company, develop new products & services, and generate leads via digital channels.

- Directed rebranding from Premier Payment Systems to Tidal Commerce
- Developed new brand and design guides
- Implemented data focused sales strategy
- Curated web, email, and print campaigns
- Managed Google AdWords PPC and retargeting campaigns
- Built and maintained marketing website and internal sales tools
- Implemented SEO, PR, and content strategies with strategic contractors
- Managed graphic assets for marketing pages, print, and email newsletters
- Provided bi-weekly trainings for team members on effective usage of company tools and strategy updates
- Oversaw completion of PCI Level 1 certification
- Audited organization for PCI violations via DLP
- Increased web lead rate 20x in first 12 months
- Increased search impressions 10x in 12 months

Co-Founder & Senior Web Developer — at Impeccable Digital

AUG 2014 - OCT 2016

Impeccable Digital — a design and development studio in Chicago specializing in ecommerce development with happy clients around the world.

- Designed digital strategy and client workflows
- Grew customer base to meet goals within 1 year
- Hired and fostered highly skilled developer team
- Formed strategic partnerships with sub contractor services such as SEO, PPC, Content, Social, PR, and payment providers
- Installed and administered WordPress, Magento, and Drupal sites
- Migrated customers from shared hosting to private VPS
- Built HTML/CSS/JS components for client websites

Impeccable Digital was acquired by Tidal Commerce in 2016.

Marketing

Email Marketing

SEO

Schema.org

Google Analytics

Google Optimize

Google Tag Manager

Project Management

Agile / Scrum

Jira / GitLab

Ecommerce

WooCommerce Development

Magento Development

Shopify Management

Stripe Development

PCI Compliance

CMS

Wordpress Development

Drupal Management

Creative/UX

Sketch

InVision

Adobe XD

Photoshop

Illustrator

Lead UI/UX Developer — 1Card, Inc (Cardley)

APR 2013 - MAR 2015

Cardley — a startup with a mission to link all of your various tender to 1 card. I worked closely with graphic designers, backend developers, and company executives to guide and shape the best experience for users and develop that into front-end code.

UI/UX Designer & Front-end Developer — Spark Hire, Inc

MAY 2011 - APR 2013

Spark Hire — a video interviewing platform. I was responsible for the user experience and visual design of Spark Hire. development such as the iOS/Android mobile app, email campaigns, landing pages, affiliate ads, ebooks, social media, promotional materials, and more.

OTHER PROJECTS

Things I Got Wrong at Trivia - A Quiz Show with Friends — *2018*

I co-host "Things I Got Wrong" a general trivia podcast with a healthy dose of internet and media things.

★ 4.5/5 Apple Podcast Rating

★ 1000+ Weekly Listeners

★ 35+ Episodes (~60 mins each)

PlayTunes for Android — *2014*

I co-designed and developed PlayTunes — a simple music player for Android used worldwide with a focus on compatibility for a wide range of devices and countries.

★ 4/5 Rating (300+ Reviews)

★ 50,000+ downloads

★ Multiple Language Support & Legacy Device Support

Notepad RT for Windows — *2012*

I co-created, designed, and developed Notepad RT — a plain text, markup, and code editor for developers and geeks for Windows 8. Released within days of the launch of Windows 8, Notepad RT has rich support for text manipulation and syntax highlighting. Notepad RT was one of the top selling apps in the Windows Store (October 2012).

★ Top 5 Paid App - Productivity

★ Top 50 Paid App - Overall

★ 4/5 Rating (70+ Reviews)

RECOMMENDATIONS

"I'm pleased that I can say that I hired Mark Spirek -- he's a reliable, smart and well-rounded front end developer. He delivered quality work on every project, has a great work ethic with no complaints, and he's a good guy to be around. I'd hire him back in a heartbeat, and give Mark my highest recommendation."
 – Dan Boland, Technology Lead at Critical Mass

"Working with Mark is pleasure. He is passionate about design and user experience, and cares deeply about the quality of his work. Mark is able to execute from high level concept through development with little oversight. He's an asset to any team."
 – Richard DeNardis, Chief Revenue Officer at Home Chef

"Mark, like any good front end programmer, takes designs, and produces the pixel-perfect code equivalent. He always meets expectations, but stands out in three key areas. On my first day at eTechnologies, Mark told me that being a user experience designer meant that he, like the titular character of Tron, "fights for the user." Indeed, Mark will go to any length to ensure that visitors to the company's websites have the smoothest and friendliest experience possible. Mark is versed in the newest features of HTML5 and CSS3, he and takes pride in his semantic markup. He is also a master of graceful degradation, rendering beautiful content in deprecated browsers. Last but not least, Mark is a dream to work with. He is always calm under pressure, and has a unique talent for lightening the mood in the office."
– Max Galloway-Carson, Developer at Spark Hire

"Mark is an extremely valuable asset to our team. His knowledge and attention to detail when it comes to design and user experience is unbelievable. Mark has been involved with several huge projects that required an immense amount of programming, coding and redesigning of our website. He offers realistic solutions and provides accurate insights when it comes to creating the best possible user experience for anyone visiting our site."
– Adeel Alam, Marketing Coordinator at Spark Hire

"Mark Spirek is hard working, bright and talented. Mark is equally capable of being a strong team player on a project or working independently. He is very crafty and always ends up finding solutions to problems. Mark's skills as a web developer were extremely helpful during a huge SEO project that required hours of programming, coding and debugging. Mark has an advanced understanding of HTML, CSS, JavaScript, and other languages. He is a valuable employee and a great guy."
– Michael Hanson, VP of Internet Marketing at eTechnologies