Martin Shelley

FRONT END DEVELOPER

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PERSONAL STATEMENT

Motivated and adaptable Front-End Developer with over 3 years of hands-on experience building user-focused, responsive web applications. I've contributed to and led projects for high-profile brands such as The White Company, Dixons Retail, and Ticketmaster — delivering clean, scalable front-end solutions, and earlier in my career, leading analytics implementations that supported product and marketing teams. Along the way, I've worked with a range of technologies including JavaScript, TypeScript, and Angular, and bring additional experience in analytics and tag management that has shaped a data-aware approach to development. I'm now looking for an opportunity to deepen my skills, take on new challenges, and grow as part of a collaborative development team.

SKILLS

Languages: HTML, CSS, Sass, Javascript, Typescript, jQuery, SQL

Frameworks & Tools: Angular, Nativescript, GIT, React (personal), Vue (personal), Node (personal), Firebase, JIRA & Confluence

Analytics, Tag Management & CRO: GA, GTM, Segment, Adobe Analytics, Adobe Launch, Adobe Target
Other: Project/Stakeholder management, Communication

WORK EXPERIENCE

SENIOR DEVELOPER @ BLUEBEE

(Feb 2025 – Present)   **Main Technologies used**: Wordpress, HTML, CSS, Javascript, Sass

- Develop and maintain pixel-perfect websites and implement new features using **WordPress**' Gutenberg editor, HTML, CSS, and JavaScript.
- Assist clients in migrating DNS and mail servers to our hosting platform, ensuring a smooth transition.
- Deploy client websites to our hosting servers, following rigorous testing and pre-launch quality assurance checks.
- Collaborate with the marketing team to enhance client website SEO using Semrush, improving search engine visibility.

FRONT END DEVELOPER @ I-NEDA

(Sep 2023 – Feb 2025)   **Main Technologies used**: Angular 15+, Typescript, Nativescript, Sass, GIT

- Developed customer-facing components for a variety of clients using **Angular 15+**, **TypeScript**, **Sass** & **Nativescript,** consistently delivering or exceeding on project requirements and deadlines.
- Involved in the implementation of a self-service betting terminal application for one of the largest racecourses in the country. Key involvement areas include parts of the payment flow and building components for stake selection, bet types, and race selection.
- Led a high-priority initiative for our largest client, successfully integrating QR code scanning functionality into their application, significantly enhancing usability and user experience.

- Oversaw the development of the account and registration journeys for a new Advance Deposit Wagering (ADW) platform, positioning the application to be pitched to new clients.
- Took ownership of bug triage and resolution across client projects, identifying root causes and implementing stable fixes, ensuring improved stability, functionality, and user satisfaction.
- Collaborated closely with back-end developers to ensure seamless integration and availability of data for front-end development.

FRONT END DEVELOPER @ THE WHITE COMPANY

(Nov 2021 – Aug 2023)   **Main Technologies used**: HTML, CSS, Sass, Javascript, jQuery, GIT

- Acted as the lead Front-End Developer in CRO initiatives, crafting personalised experiences that elevated engagement and directly contributed to revenue growth.
- Spearheaded a testing and personalization roadmap, utilizing **HTML**, **CSS**, **Sass**, **JavaScript**, and **jQuery**, delivering a standout test that resulted in a **£1.8M** annual incremental revenue benefit.
- Translated Figma and Sketch designs into pixel perfect responsive components for the UK, US & rest of world websites, ensuring consistency and high-quality delivery.
- Acted as the main point of contact for both technical & non-technical senior stakeholders, including back-end developers, designers, product owners, product managers & directors.
- Mentored a Junior Front-end Developer from day one, providing guidance and support in their first role, contributing to their professional growth and skill development.

IMPLEMENTATION SPECIALIST @ RACING POST (SPOTLIGHT SPORTS GROUP)

(Dec 2018 – Oct 2021)   **Main Technologies used**: Javascript, Analytics tools, SQL

- Responsible for the Google Tag Manager container for the Racing Post website, using **JavaScript** to add tracking and embed third party scripts.
- Built upon and improved the existing tracking across multiple different platforms (Web, Mobile, Betting Gaming Terminals, AMP etc) for multiple different tools (such as Google Analytics, Amplitude & Braze).
- Project managing the Analytics workstream for a major internal project overhauling all our B2C products.
- Diagnose issues & develop solutions for 3rd party tool integrations (e.g. Google Analytics fix in response to Safari's ITP deployment, ensuring the ability to target users on apps by using Braze).

DATA ENGINEER @ LYNCHPIN ANALYTICS

(May 2016 – Oct 2018)   **Main Technologies used**: HTML, CSS, Javascript, Analytics tools

- Leading on the implementation of A/B and Multivariant projects for big name clients such as Dixons Retail & New Scientist Magazine which includes some global deployments of CRO tools.
- Designing and configuring the correct audience segmentation for various types of testing.
- Implementing Cookie based solutions within Tag Management systems to gather those extra key bits of data.

EDUCATION

UNIVERSITY of PORTSMOUTH

2009 – 2014 | BSc (Hons) Computing – 2:1

HOBBIES & INTERESTS

Outside of web development, I am a keen runner who is hoping to get back to running half marathons. I am also an avid gaming and sports fan (mainly NFL and wanting to get back into playing Golf).