Martin Shelley

FRONT END DEVELOPER

Romsey, Hampshire | https://www.martinshelley.com | https://www.linkedin.com/in/martin-shelley

PERSONAL STATEMENT

Driven and versatile Front-End Developer with over 10 years of diverse experience and a proven track record of delivering high impact projects for big clients such as The White Company, Ticketmaster & Dixons Retail. With 8+ years of experience using Front End technologies, which includes Javascript, Typescript & Angular, I am looking for a fresh new challenge where I can leverage my skills, develop further as a developer and contribute to innovative and exciting projects.

SKILLS

HTML, CSS, Sass, Javascript, Typescript, jQuery, Angular, Nativescript, GIT, REST APIs, SQL, Wordpress

Analytics & Tag Management tools (GA, GTM, Segment, Adobe Analytics & Adobe Launch)
Firebase, JIRA & Confluence, Project/Stakeholder management

Personal experience: React, Vue, Node, ExpressJs

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-impact project 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.
- Proactively identified and resolved bugs across multiple client applications, 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

- Lead CRO developer at The White Company, responsible for delivering testing and personalisation initiatives from all areas of the company to optimise user experience & maximise revenue.
- 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, 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

I love to learn and I am continuously looking for new ways to improve my skills. Currently I am building a MERN stack project to help with planning meals for when we get stuck for ideas, adding a weekly planner, recipe log (from user and other websites) & some gamification elements for when we really cannot decide.

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).