Aaron Cameron Francis

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EDUCATION

Concordia University
- John Molson School of Business – *BComm, Marketing, Graduate*
- Gina Cody School of Engineering – *Mechanical Engineering, 2 years*

Certifications
- University of Michigan Python Specialization
- Meta Suite Front & Back End

TECHNICAL COMPETENCIES

Programming Languages → *Python, HTML5, CSS, Javascript, React, Liquid, C++, C#, Java*
Tools, Libraries, Frameworks → *MySQL, Airflow, AWS, MongoDB, Pandas, Numpy, ETL Pipelines*
Other → *Photoshop, Illustrator, Dreamweaver, Premier, Microsoft Suite, Google Suite, Figma*

PROFESSIONAL EXPERIENCE

Full Stack Developer   **2021 - Present**
Independent Contractor
- Sourced and secured clients for my personal business in various markets such as: high-end candle industry, neurotherapy care, fragrances & manufacturing
- Built websites independently, and added custom elements & API connections to backend platforms
- Gathered & normalized raw data for various analytical requests including market analysis to then present to clients with recommendations on how to develop their business' technology post development

Front End Developer   **2022 - Present**
Definite Image Advertising
- Led web development initiatives as the primary developer, utilizing multiple platforms and frameworks to build dynamic & responsive websites
- Specialized in designing and developing custom components using Liquid and JavaScript, enhancing the functionality and user experience of dozens of websites that are published & live
- Successfully managed backend services on numerous websites, encompassing payment processing, setting up and managing carrier APIs & inventory APIs, subscription models, and MLM software
- Created and deployed targeted advertisements across diverse platforms, leveraging AI-targeting software to maximize campaign effectiveness, one of them yielding over 300% growth in a single day

Marketing and Data Integration Specialist   **2020-2022**
Calego International Inc.
- Aggregated, normalized & integrated data from backend system into a cloud-based third-party data [to achieve what?] software for efficient management and analysis
- Managed and cared for customer tickets, evaluated warranty claims and worked alongside logistics manager

Software Consultant, Project Manager   **2018-2019**
Arrival G.T.R.
- Outlined and designed a web-based multi-user third party logistics software
- Devised a real-time algorithm-based shipment calculator dependent on load size, route and time constraints
- Shadowed through sales calls, meetings and participated in the selection process of developers

ACTIVITIES AND INVOLVEMENT

Think Tank Case Competition → *Finalist*
Concordia SAE Racing Team → *Junior Engineer, Combustion Engine Team*
Concordia Rocketry Team → *Senior Engineer, R&D Team, Published author in International Base 11 Competition*