

Aidan McDonald

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Education

Scrimba

Front End Developer Course

Est. Completion Nov 2023

Codecademy

Full Stack Developer Course

Est. Completion Feb 2024

RMIT University (VIC)

Bachelor Arts – Music Industry (with Distinction)

Graduated 2020

Curtin University (WA)

Bachelor of Science – Human Biology Pre-Clinical

Graduated 2017

Work Experience

Asset Reports

Feb 2021 – Present

Head of Sales & Customer Support for Asset 3D

Jan 2023 – Present

- Led the successful initiative to become an Official Reseller of Matterport equipment and SaaS accounts, overseeing all aspects of project execution including planning, coordinating equipment purchases and sales.
- Drafted comprehensive business plans, establishing clear Marketing & Sales targets to guide organisational efforts. Coordinated and conducted extensive team training sessions across Perth, Melbourne, and Sydney, ensuring uniformity in skills and knowledge.
- Directed the design and execution of impactful marketing materials and EDM campaigns, establishing brand presence and reaching targeted audiences effectively.
- Utilised Squarespace, CSS, and JS to develop and maintain high-quality websites, implementing SEO strategies to enhance online presence and user experience.

Head of Virtual Tours Department

Nov 2021 – Present

- Managed and supported a team of 7 across three states, coordinating bookings and resolving operational issues. Conducted regular check-ins to foster a positive work environment.
- Maintained proactive engagement with stakeholders by consistently delivering high-quality deliverables, and collaborating with clients to understand their marketing needs, developing tailored content and branding materials using Adobe Illustrator and Photoshop.
- Provided Level 1 & 2 support to resolve user issues in proprietary software systems.
- Initiated and monitored quality control measures within the department to assure high standards, implementing corrective actions as necessary.
- Maintained and updated all company websites, including '[Reports Online](#)', '[House & Land Maps](#)' and '[Asset 3D](#)', while optimising SEO to ensure a strong online presence.
- Salesforce Key User – designed EDMs, generated detailed reports, created dashboards for management, and input user data.
- Directed both personal and professional development initiatives within the Virtual Tours department, coordinating comprehensive onboarding and ongoing training for staff.

Volunteer Full-Stack Developer – Winter 2023 Project

<https://github.com/codersforcauses/csf>

- Worked with Community Spirit Foundation to develop [Stride For Education](#) a progressive web app built with Vue, Vuetify, and Django for their Winter 2023 Project.
- Led the design and development of the team dashboard and login modal, focusing on user-centric design principles to ensure ease of navigation and usage.
- Developed extensive back-end tests, addressing various scenarios and edge cases to assess the application's stability, and functionality.
- Refined the codebase, optimising resource loading, and implementing best practices in web performance, to ensure the application ran smoothly and efficiently.

Skills & Key Achievements

Key Achievements

- Achieved a threefold increase in website traffic for the Asset Reports website via implementation of free downloadable guides and templates for potential clients.
- Doubled revenue through the strategic implementation of 3rd party advertising on Reports Online by incorporating banner ads, EDMs, and impactful company events.
- Implemented quality control measures to reduce customer complaints by 90% for Floorplans, ultimately increasing customer retention.
- Oversaw the development of [Asset Maps](#) a proprietary software which aims to make large format assets more accessible and visibly engaging to our customers clientele.
- Successfully project managed the Asset 3D reseller business, leading to a growth in sales.
- Executed the development of professional websites for [Asset 3D](#), [House Land Maps](#), and [Reports Online](#). Contributing to enhanced digital presence and client engagement.

Skills

- Exceptional interpersonal skills with a high level of attention to detail.
- Strong adaptability and resilience in high-pressure, fast-paced environments.
- Proven ability to deliver high-quality work within strict timeframes.
- Collaborative team player with the ability to develop and deliver ideas effectively.
- Highly proficient in computer operation (MS Suite, Windows, and Mac) and multimedia applications (Adobe Suite).
- Proficient in JavaScript, React, Vue, C#, ASP.NET, HTML, CSS, SQL, and Python.

References

John Williams | Asset Reports Director

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Lauren O'Malley | Asset Reports Product Manager

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