



Software Developer



ALEXANDRA SHELLEY

PROFILE

I am a creative software developer who has recently completed a 16-week intensive bootcamp with Makers Academy.

I decided to make a career change into coding after feeling my creativity restricted during lockdown. Having always had an interest in art and captivating design, I felt attracted to something that not only exercises my brain, but which I can manifest the wonderful ideas and visions I hold inside my head.

I am eager to continue this new journey I have propelled myself into, and am looking for a role where I can practice the skills I learnt at Makers, collaborate with others, and develop my craft in a supportive environment.

PROJECTS

Travel-Lite

React, Cypress, Node, GoogleAPI, Tailwind

Final project for Makers - a travel planner promoting carbon-saving transport. You can watch my project demo [here](#) (30:40).

Take Note

JavaScript, Node, Jest, HTML, CSS

A simple note-taking app I made to practice API fetching and posting.

Acebook

JavaScript, MongoDB, Jest, Express, Cypress, Handlebars, HTML, CSS

A social media site allowing users to sign up, log in, add friends, post, etc.

EDUCATION

BA ENGLISH LANGUAGE AND LINGUISTICS

University of Sussex, 2014 - 2017

First-class Honours and recipient of the award for the Highest-Ranking Student in my cohort.

TECHNICAL EXPERIENCE

Makers Academy.

Jun 2022 - Oct 2022

Full-Stack Software Development

- Participated in daily pair-programming to produce high-quality code that was borne out of shared knowledge and ideas, as well as different learning styles.
- Collaborated with others through agile principles, which resulted in a stronger work-flow and project adaptability.
- Built robust yet malleable code through the consistent practice of test-driven development.
- Learnt two languages from no prior proficiency (JavaScript and Ruby) and set myself the challenge of learning React for my final project, in just 10 days.
- Broke down code into smaller problems through Object-Oriented Programming, allowing for easier troubleshooting and task-management.

PROFESSIONAL EXPERIENCE

Twinkl

Apr 2021 - Apr 2022

Digital Copywriter

- Wrote SEO-optimised content including resource pages, topic pages, event pages and 'Twinkl Teaching Wikis' to rank highly on search engines.
- Attention to detail was integral for analysing the performance of my own work (using tools such as Google Analytics) to spot gaps for further optimisation.
- Demonstrated using my own initiative when I proposed a restructuring of the Northern Ireland site (categorising resources and content in-line with a more natural user flow), which myself and a colleague independently implemented and optimised.
- Worked closely with designers and illustrators as part of a multi-disciplinary team to ideate new resources that captured high-ranking keywords.

Downs View School

Sep 2019 - Aug 2020

SEN Teaching Assistant

- Looked after pupils' physical, social, and emotional welfare - empathy was paramount.
- Strong communication skills establishing positive relationships with pupils, acting as a role model and encouraging pupils to act independently when appropriate.
- Encouraged pupils to engage in activities led by the teacher, as well as interact with their peers and other members of staff.
- Supported pupils with the curriculum and/or specialised therapy programmes (such as Speech and Language), and maintaining records for the teacher.

Oban International

Aug 2018 - Aug 2019

Paid Media Analyst

- Created and implemented new paid media campaigns for clients (Legoland Japan, AXA Insurance, Mitsubishi, etc.), alongside managing existing paid media campaigns.
- Strong research skills utilised from researching keywords and identifying relevant audiences for campaigns.
- Practiced strong analytical skills when analysing the performance of paid media campaigns using conversion tracking data (e.g., from Google Analytics).
- Reported performance to clients in weekly, monthly, quarterly and annual review meetings.
- Implemented A/B Testing for ad copy, keyword match types, audiences, etc.