

# Amit Rambaran

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## EDUCATION

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### Ryerson University

Bachelor of Computer Science (B.Sc.)

Toronto, Ontario

2019

## SKILLS

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**Languages:** HTML5, CSS3 (SASS/SCSS), JavaScript (ES6/7)

**Tools/skills:** ReactJS, NextJS, NodeJS, jQuery, Google Analytics/Optimize/Tag Manager, Adobe Analytics/Target/Audience Manager, Docker, Git, Contentful, WEM, JIRA, Confluence, Responsive design, A/B Testing, W3C Compliance

## EXPERIENCE

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### Goodfood Market Corp.

Front-end Developer

Toronto, Ontario

2021 – Present

- Implemented custom front-end tracking functionality for ecommerce events such as cart actions, purchases, page navigation and customer experience journeys with ReactJS/NextJS
- Specialized in Google Analytics/Optimize/Tag Manager and played a major role in increasing customer acquisition by ~12% while transitioning to a new website built from the ground up
- Liaised with both internal and external marketing and analytics specialists in order to assess technical feasibility of various goal tracking and retention strategies

### ARCX Inc.

Full-stack Developer

Toronto, Ontario

2021

- Developed a RESTful API for the company site with a full-stack workflow including HTML, CSS, JavaScript, Node.js, MySQL, Express.js and Pug
- Worked alongside software and hardware teams to debug and deliver user-friendly, full stack SaaS features for custom MES software used by industry leading automotive manufacturers
- Participated in daily scrum meetings to discuss progress, customer requirements, roadblocks and deployment strategies

### BMO Financial Group

Front-end Developer

Toronto, Ontario

2019 – 2021

- Developed custom, personalized web experiences for high-traffic web pages via A/B testing and experience targeting in order to increase customer conversion by six-figure value realizations
- Collaborated closely with product owners and digital managers regarding initiative requirements, planning, development and deployment for various lines of businesses within the bank
- Provided mentorship to junior developers by performing code reviews and hosting peer programming sessions in an Agile environment