

Andrew Magill

Results-oriented Full Stack Web Developer with over 15 years of experience developing scalable web solutions. Proven track record of leading high-profile projects for business-critical web properties. Adept at collaborating with cross-functional teams to drive business growth and exceed expectations.

WEBSITE

<https://magill.dev>

EXPERIENCE

Prehealth — *Lead Developer*

July 2024 - Present — New Jersey / Remote

Established a production process for email coding, deliverability, and marketing automation, fostering a team culture of continuous learning and innovation

Spearheaded the development and implementation of a cutting-edge email marketing automation platform, resulting in a 39% increase in customer engagement.

Led a team producing responsive, user-friendly email templates and landing pages, ensuring seamless cross-device compatibility and reducing bounce rates by at least 19%

Designed and executed A/B testing strategies for email campaigns, leading to informed decisions that increased click rates by 28%

Led initiatives to ensure GDPR and CCPA compliance in online marketing practices, mitigating legal risks and building trust with subscribers

Created and maintained comprehensive documentation for all marketing automation processes, simplifying onboarding of new team members and stakeholders

Greater Than One — *Senior Web Developer*

April 2020 -December 2023 — New York City / Remote

Led the technical planning, architecture design, and implementation of high-profile pharmaceutical website launches

Contributed significantly to pitching and proposal writing efforts, developing comprehensive technical plans and detailed deliverables that helped secure over millions in new business

Established and implemented best-practice integration policies and processes, improving developer consistency and code quality

Implemented robust security measures and data protection protocols, ensuring HIPAA compliance and safeguarding sensitive patient information across all platforms

KEY SKILLS

Full Stack Web Development, Software Engineering, Data Modeling, User Experience (UX) Design, Responsive Design, DevOps (CI/CD) Version Control (Git), API Integration, Performance Optimization, eCommerce Integration, Test-Driven Development (TDD), Agile/Scrum Methodology, Project Management, Technical Writing & Documentation, SEO, Accessibility (a11y)

TECHNICAL SKILLS

Languages / Frameworks

Proficient: HTML5, JavaScript, ES6, Typescript, Node.js, React.js, Next.js, PHP, MySQL, SASS, PostCSS, Git, Webpack, NPM, Composer, Yarn, Bootstrap, TailwindCSS

Familiar: Vue.js, Svelte, Ruby on Rails, Laravel, Symphony, ASP.net (C#), Postgres, GraphQL, Material UI

TECHNICAL SKILLS (cont'd)

Platforms / Tools

AWS, Azure, Google Cloud, GTM, Git, BitBucket, Jira, Confluence, Figma, Adobe XD, Salesforce, Adobe Marketing Cloud, Hubspot, Apache, NGINX, IIS, Express, Vercel, Digital Ocean

Greater Than One — Senior Web Developer (continued)

Pioneered the adoption of agile methodologies, automated testing, and continuous integration/continuous deployment (CI/CD) pipelines, reducing deployment errors and release timelines

Conducted regular code reviews and performance audits, identifying and resolving potential issues before they impacted production environments

Developed and maintained comprehensive process documentation and integration guides, providing seamless transition when onboarding new developers

Ascender Studios — Full Stack Developer

September 2017 - November 2019 — Remote

Engineered scalable front-end and back-end solutions, resulting in a significant reduction in maintenance effort

Integrated complex design layouts and rendering systems, significantly enhancing user experience and cross-device consistency.

Collaborated with clients to identify and implement innovative web strategies, contributing to an increase in user engagement and retention.

Unhinged Web Studio — Web Developer & Designer

February 2017 - September 2017 — Remote

Designed and developed websites and custom web applications, significantly increasing client online presence.

Crafted brand identities and logos for SMBs, enhancing brand recognition and marketability.

Intercept Pharmaceuticals — Technology Consultant

February 2017 - September 2017 — New York City / Remote

Migrated compliance operations to a new SaaS solution, improving data accuracy and efficiency.

Ensured research and marketing expense data accuracy for regulatory compliance of pharmaceutical trials

L'Occitane — Front-End, Social, Mobile Developer

May 2011 - February 2017 — New York City

Supported global online marketing and e-commerce operations, leading to a global expansion to over 80 international markets

Extended custom CMS capabilities, enhancing marketing operations, user engagement and retention.

Deployed brand-wide UI redesign projects, improving conversion rate and usability.

L'Occitane — *International Webmaster*

June 2007 - May 2011 — New York City

Expanded global eCommerce operations, significantly increasing market reach and sales volume.

Implemented marketing campaigns and content pages, driving higher engagement and conversion rates.

Maintained product data and taxonomy for multiple brands, ensuring accurate online catalogs.

Freelance — *Web Designer & Developer*

July 2005 - June 2007 — New York City

Developed websites for small businesses using CMS like WordPress and Drupal, enhancing online presence.

Consulted on brand identity and online marketing strategies, driving business growth and awareness.

Designed logos, user interfaces, and print materials, enhancing overall brand aesthetics and market appeal.

EDUCATION

Rochester Institute of Technology – *Information Technology*

September 1996 - June 2001

Relevant coursework: Computer Science, Software Engineering, Website Design, Database Modeling, Interface Design, Data Communications, Programming for Digital Media, Human Factors.